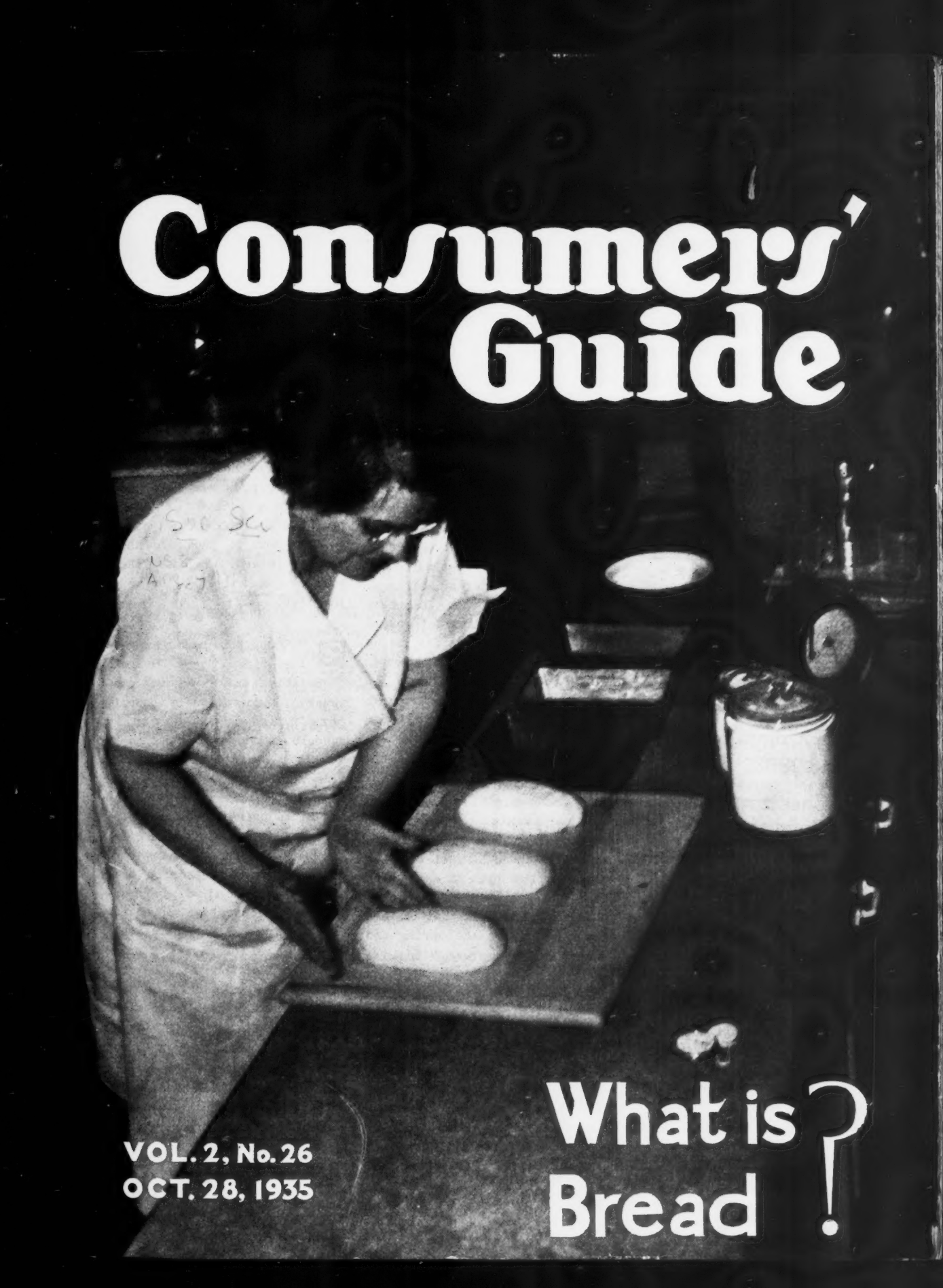
Consumers' Guide



What is Bread?

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Consumer Queries and Comments

"I cannot see the glory in cannon carriages, wheel to wheel, no matter how rich the prospects in the lands they are to conquer. They remind me of the tractors and combines, wheel to wheel, that brought a corresponding moment of false prosperity — and then brought 1921 — and the long ghost march of the years that led up to the dark days of 1932 and 1933."

Chester C. Davis
Administrator A A A

CC ANSWERS to our question in the July 22 issue of the CONSUMERS' GUIDE about dated bread are still coming in. We asked our readers to tell us if any of their bakers dated the bread they sold. A consumer in New York writes that one of the bread companies in his locality uses a system of dots. One dot on the wrapper stands for Monday's bread, two dots for Tuesday's, and so on. "My family appreciates this dating system particularly since we dislike even day-old bread." We are still looking for news of this sort. Does your town have a baker who boasts "the date's on the loaf"?

CC "GOOD BROCCOLI is difficult for me to pick", writes an Idaho consumer. "My family hasn't been willing to eat it until recently, but now that they are converted, I'd like to be able to tell good quality." . . . The buds of good broccoli should be closed. If they are sprouted so that the color of the blossom is evident, the broccoli is over-mature, and apt to be tough and stringy. An occasional open blossom, though, does not indicate over-maturity. Other quality marks of broccoli are freshness, cleanliness, and tender firm stems. Yellowed or damaged leaves may be a sign of toughness.

CC "IS DEEP ORANGE color in egg yolks a mark of superior food value?" a Washington consumer wants to know. Not necessarily, the nutritionists say. The shade of yellow in the yolk depends upon the kind of feed the hen receives. Richer shades used to mean that the hen had been eating the spring and summer diet of green Vitamin A food, so it produced food richer in Vitamin A. But poultrymen may keep their hens confined and use little or no green feed, but if they add a suitable quantity of cod liver oil to the hens' evening feeding, the cod liver oil will give them the extra Vitamin A, along with Vitamin D, and the egg yolks will not turn a dark yellow. Poultrymen who produce on a big scale scientifically are feeding this vitamin-enriched diet.

CC "DO PODS of fresh peas have any nutritive value?" asks an Iowa consumer . . . Nutritive value of the pod of fresh peas has not been definitely established by test. Not many people eat pea pods, but some do. Pods of young, tender peas are the best kind to eat. Ordinarily pods are not tender enough to be palatable, but if they are selected with this use in view and if they are thoroughly cleaned, they are likely to add some nutritive value to the diet.

CC WISCONSIN is reported to be the first State to make cooperative marketing and consumers' cooperation a compulsory course in its public schools. Under a law passed by the last legislature, cooperative marketing is to be taught in "every common school" and the State university, teachers' colleges, normal schools, public high schools, and vocational schools "shall prescribe adequate and essential instruction in cooperative marketing and consumers' cooperation." Knowledge of cooperative principles and methods is made compulsory for a certificate to teach economics, social studies, or agriculture.

CC RHODE ISLAND'S Federation of Labor, in convention in October, endorsed consumers' cooperation and voted in favor of organizing consumers' clubs among the workers of that State.

What is Bread?

Headlines on bread price increases lead consumers back to the question, what goes into a loaf?

WHEN BAKERS announce that the cost of ingredients has increased so much that they must now raise the price of bread, they are the only ones who know how much that extra cost actually amounts to in a loaf. Farmers and consumers both may have a large stake in the bread price increase but neither of them can actually gage its relation to higher costs because bakers are the sole possessors of the most important fact about a loaf of bread, its list of ingredients.

GOVERNMENT FILES are full of figures on supplies and prices of flour, shortening, milk, yeast, malt, salt, sugar, and other possible ingredients. They are full of information on the different grades and types of each. Plenty of experts are at hand who can work out a recipe. Others know how to make a loaf of bread. Still others can analyze what has gone into a loaf made by someone else.

ALL THIS ability and information could be turned to account in answering the question of Mrs. Consumer in Worktown: How much does my baker have to spend for the raw materials he puts into the bread I buy? But a great army of researchers and long miles of laboratories would have to be mustered into action to answer such a question from every consumer in the country. Consumers have not demanded such a service.

CONSUMERS TALK about bread as if it were a standard article. But bread can be anything from a mixture of flour, yeast, and water, to a product made with these ingredients plus butter, milk, eggs, and many other materials. Just as the finished article is not uniform, the quality and type of the individual ingredients used are far from standard. Take the most important ingredient—flour.

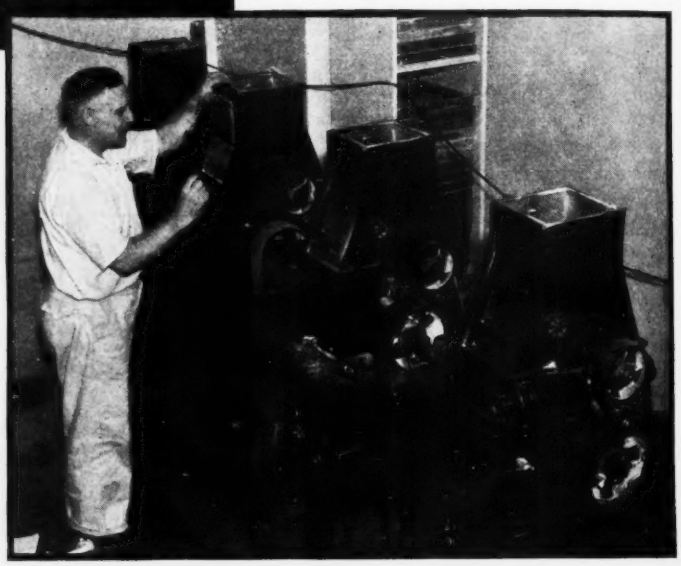
BREAD CAN be made with flour from many different cereals—wheat, maize, rye, barley, rice, oats, buckwheat. Potatoes have served for bread making. Bananas, cassava root, alfalfa are sometimes used. In fact, nearly every plant with a fruit or product rich in starch has served at one time or another to make a loaf of bread. Seldom, however, do you find bread made with any of these other cereals without the addition of wheat flour.

NEITHER WHIMS of consumers nor predilections of farmers are responsible for the fact that wheat is the chief bread making cereal. The major reason is that wheat flour has in it two proteins which, mixed with water, develop into "gluten." Gluten gives the elastic quality to dough that enables it to retain gas bubbles produced by yeast, or baking powder, or just air beaten into the dough. It varies in amount and quality between flours of different types.

HOW MUCH gluten a flour will have depends in part on what kind of wheat it comes from. There are five commercial classes of wheat, each one important in its own way. Com-

Tests of milling and baking properties of wheat are one of the important services of the Bureau of Agricultural Economics. In its experimental laboratory, experts study ways of improving existing varieties of wheat and developing better varieties.

A grain analyst examining samples of grain for weight and other things which influence milling qualities.



Wheat is ground eight times in these mills, and sifted after each grinding. The flour is then examined for texture, color, and other characteristics.

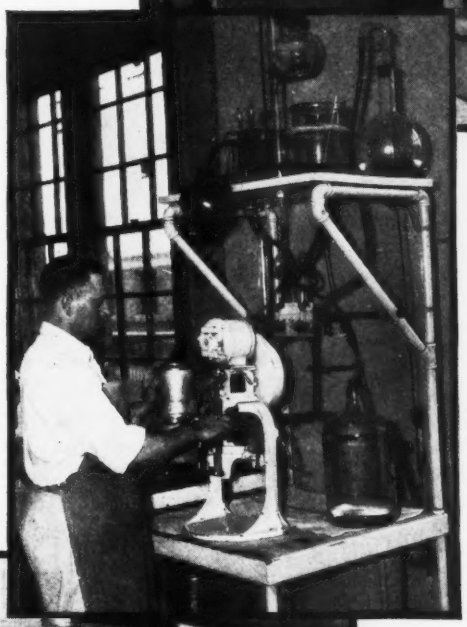
mon varieties of each are pictured on page 3. Flours from four of these five may be used for bread making purposes. The fifth is not generally considered suitable for bread making.

HARD RED spring and hard red winter wheats are the ones from which most of the bread flours are made. The spring varieties, planted in the spring of the year in which they are harvested, are grown mostly in North and South Dakota, in Minnesota, and Montana. The winter varieties, planted in the fall of the year before they are harvested, come for the most part from the Southwest, from Kansas, Nebraska, Oklahoma, and Texas. The gluten in these two classes of wheat is superior to that of the other classes for bread making purposes. In the Pacific Northwest white wheats of hard texture are important bread flour wheats.

FROM SOFT RED wheat, and soft white wheat come most of our pastry flours, the kind that make the best cakes and pies and crackers, and the flours most used in homes. These wheats have lower gluten content, but can be combined with the hard wheat flours in making bread. Soft Red comes mostly from farms east of the Mississippi River or from the Pacific Northwest. Biggest producer of white wheats is the latter area.

DURUM, fifth of the commercial types of wheat, is used for chicken feed and to make "Semolina." Out of Semolina are made such foods as spaghetti and macaroni.

After the test loaves are taken from the oven they are measured or scored for size, weight, color and texture of crumb and crust.



Dough mixing in the process of testing varieties and grades of grain is done with scientific accuracy and care.

KIND OF WHEAT from which the flour comes is not the only important basis for selecting the flour. The way the wheat has been milled makes a large difference in the type of flour that is produced.

EACH GRAIN of wheat has three important parts: The floury part, called the endosperm; the germ; and the husk. The germ portion of the wheat represents only about 2 percent of the entire grain, but it is one of the richest known sources of Vitamin E, an excellent source of Vitamins B and G, and a fair source of Vitamin A. The wheat germ is contained in the whole-wheat flours, but not in the more refined product. The germ tends to become rancid in time, and therefore flours containing it must be utilized promptly or handled in a way that will prevent the development of rancidity.

Wheat meal is sifted in the process of making flour. A flour purifier is shown in the background.

WHEAT FLOURS are sold under some 15 thousand different brand names, but all of them can be generally put into four big grades. At the bottom of the list comes "low grade." Next, "clear grade." Then come "straight" flours. Tops are "patent." Top and bottom are not distinctions in food value; they are commercial designations. Bottom may have greater food value, but from a baker's point of view that type of flour is inferior because it has a lower quality of gluten and does not make so white a loaf.

"LOW" GRADE flours are seldom used in making white bread. They are the cheapest flours sold.

"CLEAR" GRADE flours are used principally in making rye breads, but they are found in the lower-priced flours sold in grocery stores for home baking. Only the top quality clear flours are used for white bread making.

"STRAIGHT" flours rank second in importance for white bread making and are the cheapest ordinarily used in white bread.

"PATENT" FLOURS are favorites with white bread makers. Within this grade are variations. The "shorter" the "patent", the higher the price. When you see a flour described as "fancy", "top", or "short patent", you can be sure it is one of the most expensive wheat flours. Slightly lower in price are "long" or "standard" patents.

HOW MUCH these different types and grades of flours are mixed to make the loaf of bread you buy, only your baker knows. Whether he shifts from higher-priced to lower-priced flours when prices are on the upgrade, only your baker knows.

OTHER INGREDIENTS present less of a problem. But here again selection has to be made. Bakers can use butter, lard, or vegetable shortening in making bread. Sometimes the choice they make means a difference in the cost of a loaf. Answer to the question, how much have ingredient costs increased, can only follow answers to these other questions.

TWO YEARS ago when the Consumers' Counsel Division of the AAA was organized, one of the first jobs it turned over to experts was the problem of figuring out how much of the money that consumers pay for the average loaf of bread goes to wheat farmers. Since no information was available as to the actual formulas used by all bakers, the experts had to go about solving this problem by drawing up a theoretical formula. This was the one they worked out for a pound of white bread:

	Ounces
Flour	10.06
Yeast	.25
Sugar	.35
Salt	.18
Malt	.10
Shortening (lard)	.30
Milk	.50

LET'S ASSUME, said the experts, that these ingredients in these amounts are typical of the average loaf which consumers buy. Now let's go after the cost. For flour, we will take prices of standard patent at Minneapolis and short patent at Kansas City—both relatively high-priced flours. For other ingredients, we will take prices which represent good quality. For the price consumers pay for bread we will take the average price in 51 cities.

ADD THEM all up and here is the picture of bread prices and costs as these experts worked them out. During "prosperous" years, 1924 to 1929, consumers paid an average of 9.17 cents for a pound-loaf of white bread. Ingredients cost an average of 3.43 cents. Bakers' and retailers' margin—the difference between these costs and the retail price—was 5.74 cents. Out of this margin have to come all other costs connected with the baking and marketing of bread before any profit can be figured.

THAT WAS the pre-depression picture. When depression set in, costs of ingredients began falling away. During 1929 and 1930, prices consumers paid moved down, but not as rapidly as ingredient costs dropped. Throughout those 2 years and up to February of 1931 bakers' and retailers' margin was greater than it had been in the so-called prosperous years. Then they, too, fell away as bread prices took to the toboggan.

RETAIL BREAD PRICES and ingredient costs together touched bottom in February 1933.

Bread doughs are best made with flours relatively high in protein content so they can be kneaded vigorously... Cakes, crackers and quick breads are best made with flours with lower protein content.

At that time the average pound-loaf of white bread sold at retail for 6.4 cents. Ingredients cost about 1.8 cents. Bakers' and retailers' margin was 4.6 cents.

NOW LOOK at the record in recovery years. From these low levels, prices and costs started uphill and climbed fast. A drought in the spring wheat area in 1933 cut down some of the mountainous surpluses of wheat which had piled up in earlier years. That shot up the price of flour. A processing tax of 30 cents a bushel of clean wheat was imposed on July 9. That added to the cost of flour about one-half cent a pound-loaf. Due mostly to increase in flour prices, costs of ingredients at the end of 1933 had reached 2.74 cents; retail bread prices had reached 7.9 cents; and bakers' and retailers' margin was 5.16 cents.

NEXT FOLLOWED a few months when prices and costs did not change much. By mid-year new factors appeared to push up both. Wheat farmers, in 1934, had planted 6 million fewer acres in a planned effort to lift prices toward their pre-war purchasing level. Sweeping over the limited planned reduction, a terrific drought—the worst in 50 years—wiped out some 300 million bushels of wheat.

DROUGHT wiped out millions of bushels of corn, too, and the reduced supply of hogs which followed shot up the price of lard, but since less than a third of an ounce of lard is used in a "typical" pound-loaf of bread, the price of lard could jump many cents before it would make a significant difference in the cost of such a loaf.

AT ITS HIGH point in 1934, the price of white bread had reached 8.4 cents. But ingredients of a pound-loaf cost 3.1 cents, so that bakers' and retailers' margin averaged close to 5.3 cents.

THROUGHOUT the first half of 1935 bread prices and ingredient costs stayed fairly steady. Farmers under the AAA wheat adjustment program were required to plant 10 percent fewer acres for the 1935 harvest than they planted in the base period. They could plant more if they liked, but they agreed that this extra wheat would be used for pasture, or if harvested as grain, that an additional reduction would be made for 1936.

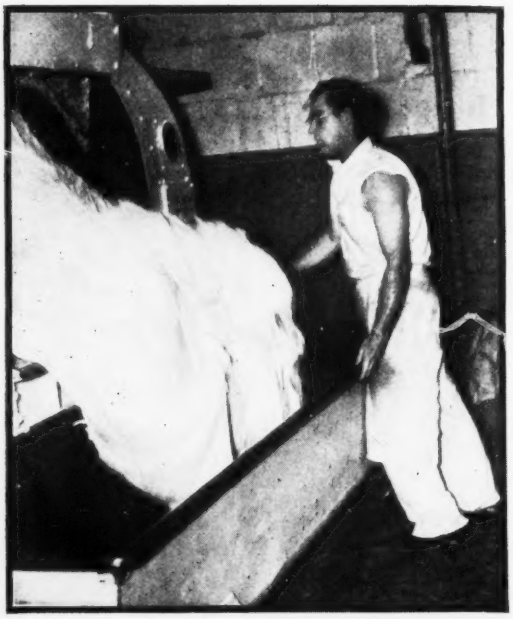
NEW MISFORTUNES loomed ahead. In the spring of 1935 reports of an attack of blackstem rust on the hard red spring wheat growing in North and South Dakota and Minnesota came in. In addition, drought in Southwestern States threatened to wipe out some of the hard winter wheat crop there.

QUICKLY ADJUSTMENT plans for wheat farmers were changed. Farmers who had planted winter wheat under pasture permits were allowed to harvest these extra acres for grain for the market. Provisions for reducing the number of acres of spring wheat were modified.

BLACKSTEM RUST and drought greatly reduced the crop of hard red wheat, bakers' favorite for breadmaking. Even with the reduction from these two unfortunate causes, supplies of hard red spring wheat for the crop year 1935 were larger than the year before but were still much less than average. The Bureau of Agricultural Economics estimates it may be necessary to import some 35 million bushels, or about 6 percent of our normal domestic needs.

RUST NOT ONLY reduced the quantity of wheat—it also caused a considerable amount of wheat to be low in test weight. "Low-test" wheat yields less flour. That is, more bushels of it are required to make a barrel of flour. Moreover, the proportion of the higher grades of flour produced from such wheat is lower.

BECAUSE of the reduction in the supply of hard wheat flours, the decrease in the price



Shots from a modern bakery:: 1200 pounds of bread dough poured from a massive mixer into a trough are then put into a temperature-controlled room to rise before being measured and molded into individual loaves ready for the ovens.

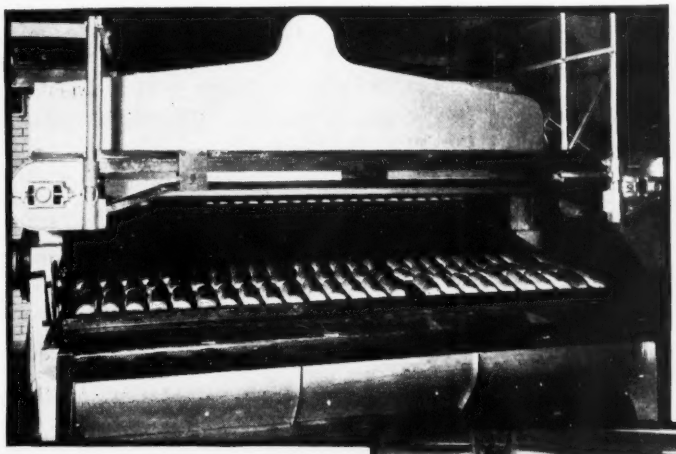
of bran and byproducts, and the general increase in wheat prices (due not only to smaller supplies here and abroad, but to war movements), flour prices started up in early September. The increase has been highest in the case of flour made from hard red spring and hard red winter wheat, but generally has been somewhat less in the case of flours from soft wheats.

THIS DIFFERENCE in the increased price of various types of flours has major importance to bakers and consumers. If bakers use only the types which have suffered most reduction in supply and greatest increase in price, their flour costs—based on the theoretical formula previously quoted—are now probably a third of a cent greater on a loaf than they were a year ago. By that formula, total ingredient costs on October 22 add up to 3.5 cents per loaf, which subtracted from an average retail price of 8.4 cents, leaves a margin for bakers' and retailers'

operations profit of 4.9 cents. But bakers also use other types of flour, the prices of which have not in all cases advanced as much. Bakers who wish to keep their costs as low as possible, therefore, might be expected to use a larger proportion of cheaper flour now than ordinarily.

BUT ARE they doing so? If so, such estimates of increases in flour costs in a loaf of bread must be readjusted to show that change.

PROCESSING TAX on wheat, some members of the trade have said, comes higher this year, and that has pushed up the price of bread.



BUT HAS IT? For 2 years, ever since July 9, 1933, the processing tax has been 30 cents a bushel of clean wheat. No change has been made in the rate of this tax. How much the tax amounts to in the production of a barrel of flour depends on how many bushels of wheat are required to make a barrel.

AVERAGE TEST-WEIGHT of a bushel of wheat milled for bread flours in normal years is about 58 pounds. To make a barrel of flour from this type of wheat usually requires about 4½ bushels of clean wheat. Total tax on such a barrel of flour comes to $1.35.

MOST BAKERS, according to reports, make 300 pounds of white bread from a barrel of flour. If millers have passed this tax on to bakers since it was first imposed—and it is claimed that they have—the tax has added about 45/100 cent to the cost of a pound-loaf of bread. That addition has already been accounted for in the increase in the price consumers have been paying for bread since July 1933.

BLACK RUST in the hard red spring and hard red winter wheat fields this year had the effect of reducing the kernel of wheat and its potential flour yield. As a result, the average weight of wheat which is now being milled for bread flours is probably not more than 55 pounds. Approximately 4¾ bushels of clean

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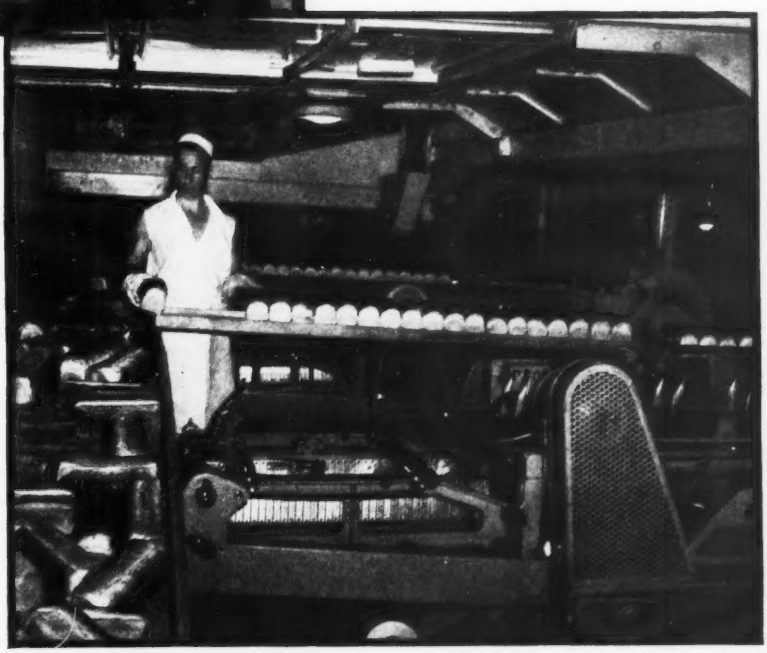
Hot from the oven, loaves are conveyed to a cooling room, then brought back to be run through a slicing machine, wrapped and sealed, ready for market.



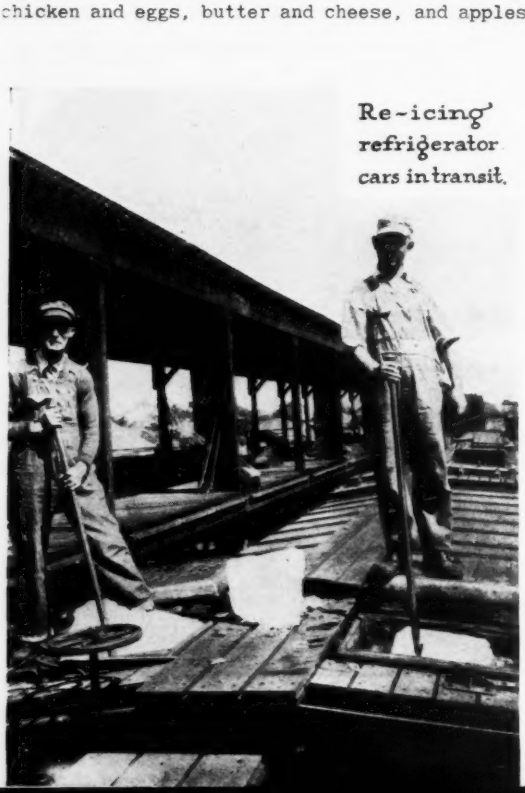
Ins and Outs of Refrigeration

Modern facts help consumers more than old-fashioned prejudices in dealing with today's marketing problems.

WALK INTO the market any day in the year and you will see all around you the returns from modern technique of preserving fresh food at low temperatures.

REFRIGERATED TRANSPORTATION is responsible for the presence there of lettuce and spinach and string beans the year around. It has stretched out the season for berries and pears to many times their length of earlier years and given us a constant supply of meat and milk.

COLD STORAGE in warehouses has spread the feast over the famine months in supplies of chicken and eggs, butter and cheese, and apples.



Re-icing refrigerator cars in transit.

DIETARY GAINS are not the whole story. In pre-refrigeration days certain fine-flavored varieties of apples were not grown extensively because they would not "keep." Cold storage has promoted production of the choice types of fruits and vegetables that farmers had had no incentive to grow before.

STRAWBERRY GROWERS in Norfolk made brave attempts in 1866 to supply northern consumers with strawberries in advance of their home-grown season but after many carloads spoiled they gave up the enterprise as a false dream. South Carolina and Georgia peach growers learned the same lesson, that the new development of train transportation which had already brought a boom to the fruit-growing industry, could not alone bring northern consumers all the first fruits of the South.

FIRST REFRIGERATED car patent was granted in 1867. That year the first car of dressed beef went to market. Two years later 33 tons of pears, apples, grapes, and plums crossed the continent with flying colors. By 1888 there were 60 refrigerator cars in service, operated by one company which shifted its service to shippers from one part of the country to another with the season. In 3 years the number of cars had multiplied by 10, and progress in making staples out of luxuries is still going strong.

REFRIGERATION'S PART in the business of bringing fresh fruits and vegetables to market shows in this typical itinerary of a head of lettuce from California to an eastern city grocery store.

Refrigerated cars like these keep consumers supplied with fresh vegetables and fruits the year around. (right) Lettuce makes cross-country trips in parchment paper lined crates between layers of snow-ice.

AFTER HARVEST comes a truck trip to the packing house, where the lettuce goes from hand to hand for trimming, grading, and packing into a crate. The crated lettuce rides by truck to the railroad car, where it may, if its owners have taken advantage of the service, meet inspection by Federal State inspectors who give the carload a grade certificate. Then comes the trip to the eastern city, over a week long at best. Arrived, it may not be at its final destination. The purchaser may choose another market with more favorable price conditions. Or he may hold the lettuce in a warehouse for a few days during a temporary over-supply. Then comes a new owner—jobber or wholesaler—who unloads the crates, moves them to his own warehouse, opens some of them for display and sells them to retail grocers. This process may take several days. The retailers take their part of the carload to their stores by truck, where they again may take several days to sell the individual heads to their customers, opening a crate at a time.

ICE STARTS its work in the packing house. Into a crate lined with heavy parchment paper goes a layer of heads of lettuce. Then comes a layer of finely chopped "snow" ice about 1½ inches deep. Then another of lettuce and another of ice, another of lettuce and ice over all, making a total of from 30 to 35 pounds of ice in each crate. The parchment paper holds in the slowly melting ice, keeping the lettuce crisp. In the refrigerator car 2 or 3 or even 5 tons of ice in chunks are scattered over the top of the loaded crates.

PRE-COOLING NOW readies the lettuce for the ride east. Fans force the cold air from the "bunkers" of ice at the ends of the car upward through the crates, reversing the normal downward circulation of cold air. After a few hours the pre-cooling has brought the temperature of the car down to about 45 degrees, the apparatus comes out, and the car starts. Refills of ice go into the bunkers from top trapdoors periodically during the trip to keep the temperature at the correct point of 32 to 35 degrees.

MERCHANDISING WAITS at the marketing end of the trip are possible only in cold-stor-

Texas growers icing spinach before it goes into a refrigerator car. Thanks to this method the spinach season now covers the entire year in many markets.

age warehouses. And even at the precise point of correct temperature, definite outside time limits govern storage possibilities for all perishable fruits and vegetables. For lettuce the limit is 2 to 3 weeks. About the same applies to cauliflower, endive, green peas, rhubarb, American grapes, and melons. Asparagus and beans—green snap and lima—can take a week or so longer. Much shorter keeping periods—from no time at all for fresh green corn to 15 days for broccoli—limit the storage of cucumbers, eggplant, spinach, cherries, berries of all kinds, peaches, pears, and plums, and those root vegetables sold with their tops still on—carrots, beets, and turnips. When "topped" they can be stored for varying periods of a few months, along with cabbage, celery, rutabagas, salsify, parsnips, leeks, Jerusalem artichokes, onions, squash, sweet and Irish potatoes, pumpkins, oranges, grapefruit, lemons, and cranberries. Apples, depending on the variety, will keep in correct storage from 2 to 8 months. Frozen fruits can be stored at a temperature of from 15 to 18 degrees for as long as a year, and dried fruits at from 32 to 35 degrees for sometimes 2 years.

ABOUT FREEZING temperature is correct for all the other fruits and vegetables except lemons, cucumbers, eggplant, melons, potatoes, squash, sweetpotatoes, and tomatoes, all of which need somewhat over 50 degrees.

CONSUMER OBJECTION to lack of flavor in the "out-of-season" fruits and vegetables is being met nowadays by three latest developments in the business of bringing these perishables to market.

REDUCED TIME for transportation is the first factor that lessens deterioration between field and kitchen. Old train schedules used to take from 11 to 14 days across the country. New ones call for a maximum of 9 days. In a business where every hour counts, this is a real reduction.

PRE-COOLING, along with "top-icing" of carloads has played a big part in increasing the items and the quantity of perishables coming to northern markets. Pre-cooling and top-icing help to take to market all kinds of berries, Bartlett pears, peaches, plums, lettuce, spinach, string beans, cauliflower, and those beets, carrots, and turnips shipped complete with tops. Berries especially have become a really practical crop for many growers since pre-cooling technique began. Some products, like ripe figs, never came to market at all before pre-cooling made it possible. Studies in the Bureau of Plant Industry of the Department of Agriculture resulted in 1928 in a technique within the range of economic practicability. Florida growers put it into practice in 1931. Department of Agri-

culture figures show that this year more than 1,500 cars of strawberries were pre-cooled in Louisiana alone.

MATURE PICKING, tremendously important factor for flavor, became possible only when refrigeration had reached a point where ripe fruits and vegetables could be transported safely. Studies in the Department of Agriculture and in private industry are still being carried on to establish the proper point of maturity at which to pick and ship different fruits and vegetables. Consumer reaction to green-picked produce helps to establish the trend toward standard procedure of picking more and more fruits and vegetables sun-ripened.

FREEZING AT temperatures around zero has made it possible for some city consumers to have almost all products, even sweet corn, in what seems to be more nearly the state of garden perfection than any other method of preservation allows. The answer is, of course, partly in the possibility of picking at a more advanced stage of ripeness than is possible otherwise, and the almost complete arrest of further processes in which loss of flavor and sweetness is inevitable. But the mystery goes deeper. Freezing at zero prevents the coarse crystallization that breaks down the cell walls and changes the structure of the plant. With the help of consumer demand, this quicker freezing may grow to large enough scale to bring prices within the range of the average food budget.

PREVALENT CONVICTION that cold-stored food deteriorates more quickly after removal from storage than unchilled does not apply generally to fruits and vegetables which have been stored correctly, according to tests made by the Department of Agriculture.

WAREHOUSE COLD storage ranges in importance from the limited use possible for perishable fruits and vegetables to primary importance in the case of eggs. In order to provide a constant supply on the market, eggs must be carried over from the high-producing months to the low.

PROFIT PROSPECTS gave the impetus to developments of cold-storage warehouses during the 1860's. One adventurer learned the secret of putting apples away when they were worth 60 cents a bushel and taking them out of storage a few months later for sale at $2.40. Then came the boom. The inventor of a successful type of insulated construction was offered $100,000 for the rights to use his patents in New York City and $250,000 in the State of Louisiana. More inventions were patented, speculators lost and won

Two to five tons of ice in chunks are scattered over the top of the loaded crates of spinach (above) and lettuce (right), after they are stacked in the refrigerator car.

fortunes. By 1928 the total storage capacity of the country was 700 million cubic feet. One warehouse alone can hold 50 million pounds, enough to feed the whole population of Chicago their quota of perishable foods for a month.

FIRST EXPERIMENTS in cold storage met with the trials and tribulations that always beset a new idea. One early builder used tar paper as insulating material with the result that though the apples kept perfectly their tar-paper flavor made them inedible. Another misfortune grew out of the propinquity of onions, eggs, butter, and apples in one storage room. Consumers who encourage this intimacy in their own refrigerators are only saved from the same result because they usually do not give the process sufficent time to do its worst. Even now, the problem of odor absorption had not been completely solved, especially in the case of the more delicately flavored foods like eggs.

CONSUMER OBJECTION to "storage eggs" as against "fresh eggs" used to be based on two factors: One was the carelessness with which eggs were selected for storage in the early days. Certainly an egg cannot be expected to come out of storage any better than it went in. The other factor was really the taint of too-long contact with packing materials which would give even the best egg a queer flavor. Consumers might incorrectly call this flavor a "stale" taste, though it had nothing to do with the qualities that establish an egg's "freshness".

MODERN TECHNIQUE is working fast to overcome both these objections to cold-storage eggs. Better care from farm to storage house—which means, actually, more cold storage—helps to make sure the eggs go in as good as they are expected to come out. Selection before storage on the basis of "candling" makes assurance doubly sure.

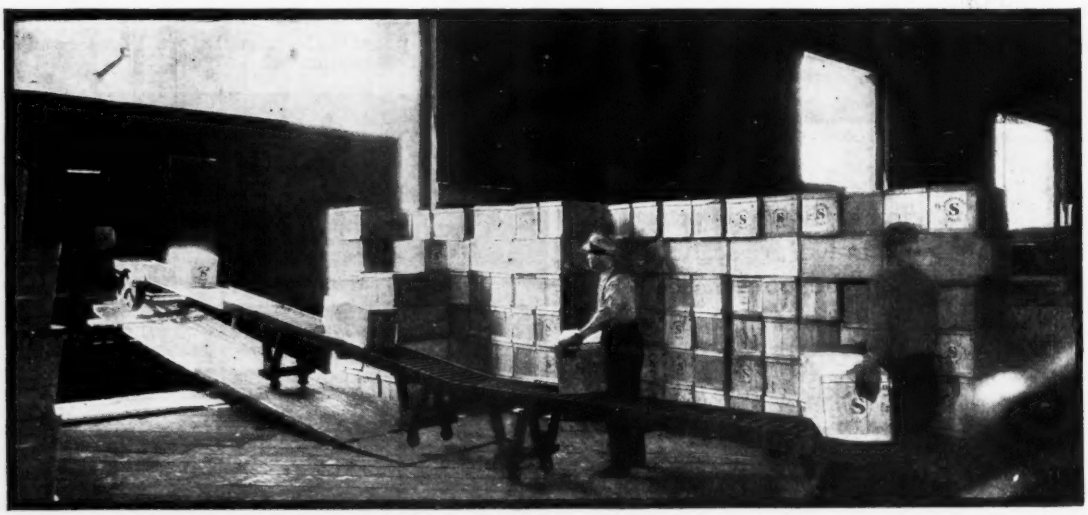
NEW TYPES of "fillers "and "flats" replace the old ones made of strawboard which flavored the eggs unpleasantly. New spruce fillers and cup-shaped "flats" made of wood pulp form practically odorless containers.

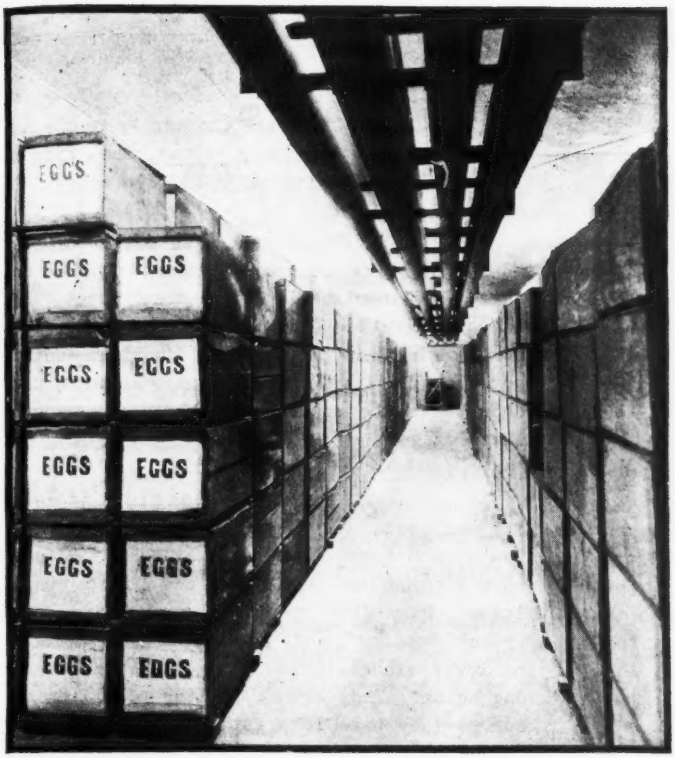
OIL PROCESSING, not a new idea, but a practice now called into more and more use by quality demands of consumers, coats the eggs by dipping or spraying with odorless mineral oil, which helps to keep both odor absorption and evaporation to a minimum.

EVAPORATION, VILLAIN of the piece in egg-deterioration, shows in the increased size of the air cell at the end of the egg in candling tests.

PROPER HUMIDITY in the atmosphere helps to keep evaporation down. Storing eggs by best modern technique now calls for

Unloading eggs from refrigerator car which has been twelve days on the road to New York City.





Egg room in cold storage warehouse in Washington, D. C. Temperature of room is kept at 29 degrees and the humidity at 90 degrees. The cases are stacked with space above and beside them to permit the proper circulation of air.

rooms with enough moisture content guaranteed. Latest development in egg transportation is the humidified truck which is now beginning to come into use for collection of eggs from farms and delivery from wholesale house to grocery store.

QUESTION OF "When is a cold-storage egg?" has not even now been answered to the complete satisfaction of all comers. Arbitrarily calling any egg a "cold-storage" egg if it has once come into contact with artificial coolness would rule out all properly cared-for eggs that come to market in even the quickest possible time, and allow in as "fresh" the very eggs that had least claim to the title. About one-third of the States have cold-storage laws, and these mostly define "cold storage" as meaning a warehouse sojourn of 30 days or more. Eggs passing in interstate commerce, subject to the authority of the Food and Drug Administration, are regarded as "misbranded" if they are labeled fresh when they are in fact "storage." But where exactly to draw the line is a difficulty still. Most experts now tend to regard "freshness" as a quality characteristic regardless of the egg's actual age in days or months, since a properly stored egg which has not been in storage for an excessive length of time can compete on grounds of flavor and quality with fresh laid eggs. Government grading regulations allow storage eggs to receive the grades of "U. S. Special" and "U. S. Extra" without discrimination. Only the third grade from the top—"U. S. Standard", or Grade B—must bear the word "Storage" on its seal. Many States stipulate that storage eggs can only be sold as such, but some of the recent "fresh-egg laws" base their discrimination on quality characteristics rather than the actual history of the egg.

FROZEN EGGS, taken out of their shells, frozen in large size cans and kept at a temperature of 10 degrees below zero, did not account for much of the egg storage space a few years ago. But with the increasingly high standards of selection, inspection, and proper storage temperature developed by the industry, frozen eggs have made a bigger and better place for their use in large-scale food factories like bakeries, confectioneries, hotels, and restaurants. In 1927 the number of frozen eggs came up to one quarter the number stored in their shells, and on September 1, 1935, it was nearly half as many.

EGGS START into both frozen and shell storage in early spring and keep on going in until August when the direction reverses and eggs come out of storage through January.

FROZEN CHICKENS take up another large section of the country's total stationary stor-

age space. They go into and out of refrigeration in exactly the reverse order from that of eggs. The chances are that the roasting chicken you buy between February and August has come out of cold storage. (See Poultry Calendar, August 5 CONSUMERS' GUIDE.)

MOST BUTCHERS believe that consumers would prefer not to know the truth about their poultry's frozen background. Acting on that assumption, they usually display their chickens already thawed. Since frozen chickens deteriorate rapidly when their temperature goes up, many wise consumers are learning to insist that they get their frozen chickens while still in the congealed state so as to keep the bacteria at bay.

SLOW THAWING is required to prevent the rapid breaking down of cells and the escape of juices. For that reason it is best to put frozen chicken or frozen meat or fish into the refrigerator to come slowly to the icebox temperature. If it must be used immediately, thaw it out in cold water, never warm water.

QUICK FREEZING of fully drawn or "dressed" birds is now on the horizon. The advantages of having poultry drawn in plants thoroughly equipped and inspected for sanitary measures and stored in that condition are obvious. From the point of view of economy, the saving of space and weight in storage and transportation would tend to balance the extra expense of quick freezing. Standing in the way of faster development along this line is the difficulty the trade sees in educating consumers to the idea that the necessarily higher price per pound for fully drawn chickens is balanced by reduction of waste.

FROZEN MEAT does not offer itself so often to consumers. Though meat probably occupies more space in storage than any other one item of food, its usual storage temperature is from 32 to 35 degrees. Only when longer storage is required than the usual maximum of a few months, is it stored frozen. Many meat men offer this frankly as a frozen meat bargain and tell consumers how best to use it. If your dealer has not learned this frankness yet, look for a grayish tinge on the outer surface of the meat. As in the case of chickens, ask for the privilege of buying it in its frozen state since it too is more susceptible to inroads of bacteria after thawing than unfrozen meat.

WASH FROZEN meat thoroughly to cleanse it of traces of "freezer taste", then thaw it gradually, preferably in the refrigerator.

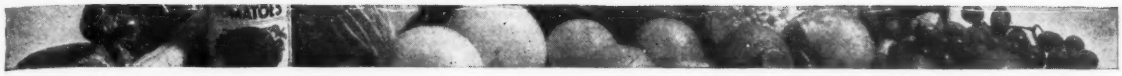
QUICK FROZEN meat also calls for slow thawing. Unlike ordinary frozen meat, it is not easily distinguishable from fresh meat, has lost practically none of the characteristics of fresh meat. Consumers seldom find quick-frozen meat on the market except in some city shops where the trade is still in the experimental stage.

"HANGING" BEEF is a different thing from cold storage. This ripening process of from 4 to 6 weeks in a temperature of 36 to 40 degrees tenderizes the flesh and points up the flavor. Only the top three grades of beef—"prime", "choice", and "good"—are aged. Medium and lower grades of beef are not suitable for long aging. They break down or spoil rapidly because they have less fat. Fat distributed through meat tends to arrest the breaking-down process.

DRY ICE, so far used mostly for short transportation of luxury products, is the most spectacular development in refrigeration. It has been tried experimentally in small shipments of meat, but no large scale developments loom in the near future.

AAA

HOW MUCH of your income goes for rent? The Bureau of Foreign and Domestic Commerce has studied rents and incomes in 52 cities in 1933. The cities were classified according to population. Average rent took from over 20 percent to more than 80 percent of the incomes of families with incomes of $1,000 and less in all cities. As incomes increased, the percent going for rent, of course, shaded off. Families with $2,000 incomes averaged close to 20 percent in rent. As incomes increased to $4,000 and more, rents approached 10 percent of income.



Your Food Bill

The Bureau of Labor Statistics, which collects all retail food prices published in the CONSUMERS' GUIDE, has completed a revision of its methods of calculating average prices and of computing index numbers.

Three major changes have been made: First, the index of all food costs for the country (51 cities) now includes 84, instead of 42, foods. Second, this and other indexes are compared with the 3-year average for 1923–25 as 100, instead of 1913 as 100. Third, all indexes and all United States average prices of specific foods are weighted according to their importance in terms of population and consumption.

These important changes will be described in detail in our next issue. Readers are cautioned against making comparisons, except those given in the following pages, between United States average prices, indexes of groups of foods or all foods, as reported in this issue and those reported in previous issues of the GUIDE.

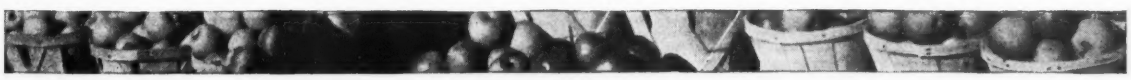
No change has been made in the method of computing the average price of each food in each city. Comparisons of such prices in this issue with previous issues are legitimate.

INDEX NUMBERS OF RETAIL FOOD COSTS IN THE UNITED STATES[1]

3-Year Average 1923–25=100

	1935		1934	1930
	Oct. 8	Sept. 24, 2 weeks ago	Oct. 9, 1 year ago	Oct. 15, 5 years ago
All foods	79.9	79.9	75.8	97.8
Cereals and bakery products	93.4	92.7	91.9	93.1
Meats	101.3	102.2	81.4	111.1
Dairy products	73.5	73.2	73.1	96.5
Eggs	83.8	82.3	73.9	95.1
Fruits and vegetables	51.8	52.3	62.6	95.3
Fresh	48.9	49.3	60.1	96.0
Canned	80.1	80.9	82.0	91.0
Dried	60.7	61.0	63.8	91.6
Beverages and chocolate	68.1	68.3	73.0	92.9
Fats and oils	87.2	87.4	64.1	88.5
Sugar and sweets	66.7	66.5	65.7	66.4

[1] Preliminary—subject to revision.



PRESENT INDICATIONS are that the total spread between prices of food products at the farm and in city retail stores, in 1935 will be slightly higher than in 1934, but the increase has been very moderate and has been much less in proportion to the increase in prices of food. This tends to show that most of the benefits of increased retail prices of food in 1935 are going to the farmers.

WHEN PRICES were very low in 1932 and 1933, costs of transportation, processing, and marketing were somewhat reduced but the reduction was not nearly in proportion to the drop in prices so that the farmer received a much smaller proportion of the consumer's dollar than normally. Probably the 1935 figures will show that the farmer this year is getting almost as large a proportion of the consumer's dollar as he got in the years 1921-30. This is, of course, not true of all farm products but probably is true of food products as a whole if allowance is made for the fact that farmers are getting benefit payments in addition to the price they get on the market.

MOST IMPORTANT and most interesting change in the retail prices of food during the 2 weeks ended October 8 was a fairly substantial drop in prices of almost all cuts of meat including beef, pork, lamb, and poultry.

PRICES OF meats rose so much during the first half of this year that some consumers were perhaps beginning to doubt whether there would ever be a price drop. Of course meat prices are still high in comparison with the prices which have existed during the past few years but it appears likely that they have now reached a fairly stable level, for the time being at least, and that no important changes will occur during the next few months.

NO MARKED drop in meat prices can be anticipated for some time. This is because it will take time to build up again the numbers of livestock so seriously decreased by the drought. Some increases in supplies of meat should occur in the latter half of 1936 and prices at that time may be somewhat more favorable to consumers than they are now. It is expected, however, that meat supplies will average below normal throughout 1936.

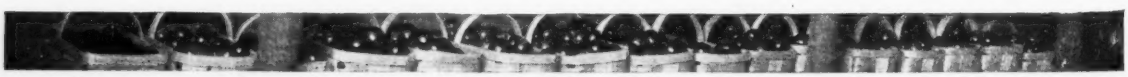
CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Sept. 24, 1935	Oct. 8, 1935	Percent change in 2 weeks
Dairy products:	¢	¢	%
Milk, qt	11.4	11.4*	——
Cheese, lb	26.7	26.7	——
Butter, lb	32.7	33.2	+1.5
Beef:			
Round steak, lb	37.5	36.8	-1.9
Rib roast, lb	31.6	31.4	-0.6
Chuck roast, lb	24.9	24.6	-1.2
Pork:			
Chops, lb	40.0	39.6	-1.0
Lard, lb	22.3	22.1	-0.9
Whole smoked ham	34.9	34.5	-1.1
Lamb:			
Leg of lamb, lb	28.3	28.2	-0.4
Breast of lamb, lb	13.2	13.0	-1.5
Square chuck, lb	22.2	21.7	-2.3
Poultry and eggs:			
Hens, lb	31.1	30.8	-1.0
Eggs, doz	42.9	43.7	+1.9
Bread:			
White, lb	8.2	8.3	+1.2
Rye, lb	8.9	9.0	+1.1
Whole wheat, lb	9.3	9.4	+1.1

*3.5-5 percent butterfat

(continued)

FRUITS AND vegetables continue to be very plentiful and prices continued to drop seasonally in the first part of October. At this time of the year consumers in most cities can buy locally grown fruits and vegetables which generally cost somewhat less than those which are shipped from long distances. The GUIDE wonders how many consumers take advantage of the low prices of fruits and vegetables at this time of the year and buy by the basket or by the box instead of by the pound. Fruits and vegetables can almost always be obtained at

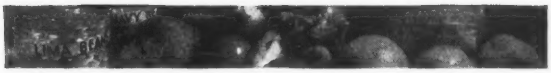


CHANGES IN AVERAGE RETAIL PRICES
IN THE UNITED STATES

Kind of food	Sept. 24, 1935	Oct. 8, 1935	Percent change in 2 weeks
Cereal products:	¢	¢	%
Flour, 1b	5.1	5.2	+2.0
Macaroni, 1b	15.6	15.4	-1.3
Wheat cereal (28-oz. pkg.)	24.2	24.2	—
Vegetables - canned:			
Corn, #2 can	12.2	11.9	-2.5
Peas, #2 can	16.6	16.3	-1.8
Tomatoes, #2 can	9.6	9.4	-2.1
Vegetables - fresh:			
Potatoes, 1b	1.7	1.6	-5.9
Onions, 1b	3.7	3.6	-2.7
Cabbage, 1b	2.6	2.5	-3.8
Vegetables - fresh:			
Lettuce, head	7.7	8.2	+6.5
Spinach, 1b	8.2	7.3	-11.0
Carrots, bunch	4.3	4.4	+2.3
Fruit - canned:			
Peaches, #2½ can	19.4	19.4	—
Pears, #2½ can	22.8	22.8	—
Pineapple, #2½ can	22.6	22.6	—
Fruit - fresh:			
Apples, 1b	4.5	4.5	—
Bananas, doz	21.7	21.4	-1.4
Oranges, doz	34.3	33.7	-1.7

a lower price when they are bought in the original container as the farmer puts them out. This eliminates the expenses of rehandling and packaging and also most of the expense of spoilage. Most consumers should be able to buy staple fruits and vegetables such as apples and potatoes by the basket, box, or sack. Potatoes are generally sold in sacks of 100 pounds; in some markets they are sold in sacks weighing 120 or 150 pounds.

ANOTHER ADVANTAGE of buying these foods in quantity is that the consumer usually can be assured of the grade when foods are bought in closed containers such as sacks or boxes. For example, when you buy a 100-pound sack of potatoes look on the sack for a plainly printed mark such as U. S. No. 1. If apples



or citrus fruit are bought by the box the grade and size will be found stamped on the box.

AS THIS issue of the GUIDE is being prepared the Department of Agriculture at Washington is very busy with "Outlook Week." One week each year is set aside to analyze the outlook for agriculture during the coming 12 months. Careful preparation is made for the Outlook Week. Hundreds of economists and marketing specialists in the Department work for several weeks to get together the best and most up-to-date statistical material indicating probable supplies and prices of all important agricultural products. Numerous committees analyze this material and prepare reports which are discussed and revised before the outlook meetings begin. The outlook meetings are attended by representatives of State Extension Services from all over the country as well as by the specialists within the Department at Washington.

REPORTS of the various commodity divisions are presented at the Outlook Conference and after full discussion and revision a final report is prepared and issued by the Bureau of Agricultural Economics giving the best judgment of the Department and the State people concerning the prospects for agriculture. The next few issues of the GUIDE will report some of the findings of the Outlook Conference.

OUTLOOK MEETINGS include not only analyses of the prospects for the individual farm products but also a section on "Farm family living", much of which is of interest both to farm and city families. In this section are discussed questions concerning farm income in relation to costs of living and costs of production on the farm and probable adjustments which farm families are making or might make to meet the situation. Perhaps some agency should make a similar analysis for city families indicating what changes are likely in the cost of living and in employment and wages and in working out some changes or adjustment which might be made in order to get the most out of the city families' income.

DAIRY PRODUCTS

AVERAGE PRICES of milk and cheese remained steady from September 24 to October 8. Milk was quoted at an average price of 11.4 cents a quart and cheese at 26.7 cents a pound on both dates. During this 2-week period the average price of butter went up from 32.7 cents to 33.2 cents a pound, an increase of 1½ percent.

WHOLESALE PRICES of butter increased about 2 cents a pound from the middle of September to the middle of October. The recent increase in butter prices has been about in line with the seasonal upswing which is normally expected during the fall months. Some further seasonal rise is probable until about the end of 1935.

PRODUCTION of butter has been running behind that of a year ago but above average. Storage stocks are also above average.

MILK PRODUCTION per cow on October 1, 1935, was reported as 12.24 pounds. This is 3.1 percent larger than production per cow on the same date in 1934. A similar comparison of the figures for September 1 for the 2 years indicated an increase of 7.8 percent. It is estimated that total milk production on October 1, 1935, was about 1 percent less than a year earlier.

COLD STORAGE holdings of cream and butter on October 1 were 149 million pounds. On the same date in 1934 the amount was 125 million pounds. The 5-year October 1 average is 120 million pounds.

CHEESE PRODUCTION is unusually heavy this fall, but consumption has also increased, probably due in a considerable part to the short supplies and relatively high prices of meats. It is expected that cheese consumption will continue large throughout the coming winter.

STORAGE HOLDINGS of American cheese on October 1, 1935, were 103 million pounds; on the same date in 1934 they amounted to 109 million. The 5-year average was 88 million pounds.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

Average Retail Prices, October 8, 1935 (cents)

Markets	Milk, fresh		Cheese	Butter
	Quart (delivered)	Butterfat content range	(lb.)	(lb.)
United States	11.4	3.5-5.0	33.2	26.7
New England:				
Boston	11.7	3.7-4.8	32.2	26.7
Bridgeport	13.0	3.8	33.6	28.3
Fall River	13.0	3.8	30.9	26.6
Manchester	12.0	3.8-4.0	31.4	26.7
New Haven	13.0	3.7-4.0	33.5	26.4
Portland, Maine	12.0	4.0-4.3	31.9	26.2
Providence	13.0	3.7-3.8	31.1	26.5
Middle Atlantic:				
Binghamton	———	———	———	———
Buffalo	12.0	3.6-3.7	31.0	25.7
Newark	13.0	3.5-3.7	34.7	27.8
New York	12.5	3.5-3.7	33.9	28.4
Philadelphia	11.0	3.5-3.8	34.8	28.5
Pittsburgh	11.0	3.6-3.8	33.2	28.2
Rochester	12.0	3.8	31.5	27.2
Scranton	11.0	3.8	32.1	27.3
East North-Central:				
Chicago	10.0	3.6-3.8	32.7	28.1
Cincinnati	12.0	3.5-3.8	32.2	24.9
Cleveland	9.0	3.5	32.3	27.5
Columbus	10.0	4.0	32.0	25.9
Detroit	12.0	3.6-3.7	33.3	25.0
Indianapolis	10.0	3.8-3.9	31.7	25.0
Milwaukee	10.0	3.6-3.63	31.2	27.3
Peoria	11.0	3.8-4.0	31.9	24.9
Springfield, Ill.	11.1	4.0	32.5	24.3
West North-Central:				
Cedar Rapids	10.0	———	30.2	22.8
Kansas City	11.1	3.8-4.0	31.7	26.2
Minneapolis	10.0	3.5-3.7	30.6	24.6
Omaha	10.0	3.8	30.7	24.9
St. Louis	10.1	3.7-3.8	33.5	25.1
St. Paul	10.0	3.6-3.7	31.4	25.3
Sioux Falls	9.7	4.0-4.1	30.9	27.2
Wichita	10.0	3.7-4.1	29.4	21.2
South Atlantic:				
Atlanta	14.0	4.2-4.4	34.0	24.8
Baltimore	12.0	4.0-4.2	34.7	26.2
Charleston, S. C.	15.0	4.0-4.3	31.9	23.5
Columbia, S. C.	———	———	36.7	25.0
Jacksonville	15.0	4.0-5.0	32.5	23.0
Norfolk	14.0	3.8-3.9	33.3	23.1
Richmond	12.0	3.5	32.5	23.9
Savannah	14.0	3.9-4.6	32.6	23.3
Washington, D. C.	13.0	4.1	34.3	26.1
Winston-Salem	———	4.3	32.6	28.3
East South-Central:				
Birmingham	13.3	4.3-4.5	33.6	21.2
Knoxville	12.0	4.0-4.2	31.9	27.7
Louisville	12.0	4.0	31.6	25.8
Memphis	10.5	3.6-5.0	32.1	22.5
Mobile	14.0	4.0-5.0	32.0	23.6
West South-Central:				
Dallas	11.0	4.4	30.8	27.7
El Paso	11.0	———	32.1	23.9
Houston	12.0	4.2-4.5	32.5	22.3
Little Rock	12.0	3.8-4.5	30.1	23.2
New Orleans	11.5	4.0-4.5	33.1	25.6
Oklahoma City	11.0	4.0	31.7	27.7
Mountain:				
Albuquerque	12.0	4.0-4.1	33.0	27.8
Butte	10.0	3.5-3.7	33.5	23.6
Denver	10.9	3.8	32.7	26.9
Salt Lake City	10.0	3.8	35.8	22.9
Tucson	11.5	3.8-4.0	34.2	25.8
Pacific:				
Los Angeles	11.0	4.0	34.8	26.7
Portland, Oreg.	10.5	4.0	33.9	24.2
San Francisco	12.0	4.0-4.2	35.2	28.4
Seattle	9.0	4.0	35.3	23.3
Spokane	10.0	4.0-4.2	32.6	23.5

Average Retail Prices, October 8, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole-wheat (lb.)
United States	8.3	9.0	9.4
New England:			
Boston	8.3	9.2	8.8
Bridgeport	8.6	9.1	9.2
Fall River	7.8	8.4	8.9
Manchester	8.3	9.0	8.7
New Haven	8.5	8.9	9.2
Portland, Maine	9.1	9.5	9.3
Providence	8.2	8.8	9.4
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	8.3	8.6	9.4
Newark	9.1	9.5	9.6
New York	8.8	9.0	9.6
Philadelphia	8.7	9.9	10.6
Pittsburgh	8.7	10.4	10.7
Rochester	8.1	8.2	9.1
Scranton	9.5	9.7	9.4
East North-Central:			
Chicago	7.4	8.0	8.9
Cincinnati	7.8	9.4	9.5
Cleveland	7.8	8.4	8.6
Columbus	8.2	9.2	9.3
Detroit	7.3	7.7	8.1
Indianapolis	7.5	7.8	9.1
Milwaukee	6.8	6.7	10.0
Peoria	8.0	9.1	9.2
Springfield, Ill	8.9	9.7	9.5
West North-Central:			
Cedar Rapids	8.9	9.2	9.4
Kansas City	8.0	9.1	9.2
Minneapolis	8.3	8.8	9.3
Omaha	8.5	9.2	8.8
St. Louis	8.3	9.1	9.6
St. Paul	8.4	9.0	9.6
Sioux Falls	8.1	8.2	8.2
Wichita	7.4	9.2	7.4
South Atlantic:			
Atlanta	9.2	9.4	8.9
Baltimore	8.8	9.4	9.5
Charleston, S. C	9.2	9.8	10.0
Columbia, S. C	9.7	10.6	9.7
Jacksonville	9.6	9.8	10.0
Norfolk	8.7	9.2	9.3
Richmond	8.5	8.7	9.0
Savannah	9.4	10.0	10.5
Washington, D. C	8.4	8.8	9.0
Winston-Salem	10.8	11.0	11.3
East South-Central:			
Birmingham	9.8	9.9	10.0
Knoxville	8.9	—	—
Louisville	7.4	8.0	8.5
Memphis	8.4	8.9	9.3
Mobile	9.3	10.0	10.0
West South-Central:			
Dallas	8.6	9.0	8.5
El Paso	6.2	—	—
Houston	6.6	8.4	8.7
Little Rock	9.8	9.7	9.8
New Orleans	8.1	8.7	9.7
Oklahoma City	9.7	10.1	10.0
Mountain:			
Albuquerque	10.2	—	11.0
Butte	9.5	9.6	9.6
Denver	7.9	9.5	8.2
Salt Lake City	6.9	9.4	6.8
Tucson	10.0	10.7	10.0
Pacific:			
Los Angeles	7.2	9.3	7.9
Portland, Oreg	9.1	10.1	9.2
San Francisco	9.4	9.0	8.8
Seattle	9.1	9.9	9.0
Spokane	9.4	10.1	9.4

BREAD

OCTOBER 8 price report indicates increases of 0.1 cent a pound in white bread, rye bread, and whole-wheat bread. The price of white bread averages 8.3 cents a pound which is practically the same as the average which has existed ever since November 20, 1934. Since that date there have been only three reports which have indicated averages different from 8.3 cents. The average was 8.4 cents for May 21, due largely to high prices in a single city on account of a strike, and 8.2 cents on August 27 and on September 24. The slight variations in average prices of bread during August and September were due to very minor changes in prices in a few individual cities.

SOME INDICATION of a moderate but real price rise appeared during the 2 weeks ending October 8. Reports of the Bureau of Labor Statistics indicate increases in 16 cities and decreases in 6 cities. The increases amounted to 0.7 cent in Dallas, 0.3 cent in Denver and Cedar Rapids, 0.2 cent in Manchester, Norfolk, Pittsburgh, and Albuquerque. Nine cities indicated an increase of 0.1 cent. Of the decrease in bread prices El Paso reported a drop of 0.9 cent, Wichita a drop of 0.4 cent and four cities reported drops of 0.1 cent.

SINCE OCTOBER 8 reports have come to the GUIDE indicating increases in bread prices in several cities. However, it appears that average increases in cities in October at least were not particularly widespread. For the country as a whole the advances in bread prices during October were not greater than can be accounted for by recent rises in the cost of flour and other bread ingredients if bakers use a typical formula and buy the top grades of flour.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

CEREAL PRODUCTS

FLOUR COST consumers an average of 2 percent or 0.1 cent a pound more on October 8 than on September 24, while the price of macaroni dropped 1.3 percent. No change was recorded in the average price of wheat cereal.

PRICES of wheat rose throughout September and during the first 2 weeks in October but declined somewhat during the week ending October 19. Price movements in this country have been closely related to the price movements in the world market. Wheat has been selling at higher prices in world markets such as Liverpool. It appears that the rise is due partly to the unsettled political situation in Europe and to continued poor wheat prospects in the Southern Hemisphere countries.

WHEAT PRICES in the United States are, however, considerably above an export basis and this situation is likely to continue during most or all of the 1935-36 season. The millable supplies of hard wheat this year are less than domestic requirements, which will make it necessary for some hard wheat to be imported. When the United States is on an import basis for wheat the price in this country must be maintained at a level higher than that of the important world markets in order to attract imports over the United States tariff. On the other hand when we export wheat from this country the price in the United States must be lower than prices in the world markets in order to cover the cost of transportation from the United States to the foreign markets.

NET IMPORTS of milling wheat in the United States during the crop year 1935-36, it is expected, will be about 35 million bushels. This is about 6 percent of our normal domestic needs. During July and August imports of wheat for human consumption amounted to 1,760,000 bushels.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

Average Retail Prices, October 8, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.2	15.4	24.2
New England:			
Boston	5.1	15.1	23.9
Bridgeport	6.0	17.0	25.0
Fall River	5.3	16.6	23.2
Manchester	5.5	17.6	26.4
New Haven	5.6	16.0	23.5
Portland, Maine	5.2	17.9	24.1
Providence	5.3	14.8	23.1
Middle Atlantic:			
Binghamton	---	---	---
Buffalo	5.5	16.5	24.5
Newark	5.6	16.1	24.5
New York	5.7	16.5	23.8
Philadelphia	5.3	16.2	24.9
Pittsburgh	5.0	15.8	23.5
Rochester	5.4	15.5	23.3
Scranton	5.3	16.8	24.3
East North-Central:			
Chicago	5.5	13.7	26.0
Cincinnati	4.9	15.5	22.3
Cleveland	5.3	16.5	22.7
Columbus	4.6	17.0	21.7
Detroit	5.3	14.7	23.6
Indianapolis	4.6	15.2	25.4
Milwaukee	5.2	14.2	24.1
Peoria	5.4	14.6	26.6
Springfield, Ill	5.9	12.1	27.3
West North-Central:			
Cedar Rapids	5.0	13.9	23.0
Kansas City	5.1	17.0	23.7
Minneapolis	5.4	13.9	22.1
Omaha	5.0	19.3	24.6
St. Louis	5.4	15.5	25.8
St. Paul	5.3	14.0	23.5
Sioux Falls	5.0	15.4	25.0
Wichita	4.6	16.1	24.4
South Atlantic:			
Atlanta	5.6	17.2	25.9
Baltimore	5.6	15.5	24.1
Charleston, S. C	5.6	15.4	24.9
Columbia, S. C	5.3	16.3	28.0
Jacksonville	5.7	15.1	26.4
Norfolk	5.1	15.4	25.4
Richmond	5.3	15.6	23.5
Savannah	5.5	16.2	25.1
Washington, D. C	5.8	15.5	23.9
Winston-Salem	4.4	18.9	29.0
East South-Central:			
Birmingham	5.1	13.1	25.2
Knoxville	4.9	13.2	28.6
Louisville	5.3	12.9	25.2
Memphis	5.9	14.3	25.5
Mobile	5.1	17.3	25.5
West South-Central:			
Dallas	5.3	17.1	26.2
El Paso	5.1	16.5	26.9
Houston	4.8	13.0	22.7
Little Rock	4.8	15.7	29.4
New Orleans	6.1	9.7	24.2
Oklahoma City	5.6	12.1	28.6
Mountain:			
Albuquerque	6.0	17.4	22.3
Butte	5.2	16.4	25.5
Denver	4.3	16.3	23.4
Salt Lake City	3.8	17.7	25.5
Tucson	5.1	15.8	28.1
Pacific:			
Los Angeles	4.6	15.1	24.2
Portland, Oreg	4.5	15.6	24.9
San Francisco	4.8	15.5	23.6
Seattle	4.8	16.3	26.0
Spokane	4.5	19.1	25.6

Average Retail Prices, October 8, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States	36.8	31.4	24.6
New England:			
Boston	45.5	34.0	29.2
Bridgeport	44.9	36.1	28.1
Fall River	44.1	32.4	26.4
Manchester	42.7	29.9	26.7
New Haven	46.2	35.4	28.3
Portland, Maine	43.6	32.5	23.6
Providence	41.6	34.9	27.8
Middle Atlantic:			
Binghamton	----	----	----
Buffalo	32.6	28.2	22.5
Newark	40.6	33.4	27.4
New York	39.3	34.9	26.1
Philadelphia	41.2	35.6	26.3
Pittsburgh	34.3	30.1	21.8
Rochester	33.8	28.2	23.3
Scranton	36.7	32.6	27.4
East North-Central:			
Chicago	36.5	32.3	26.9
Cincinnati	39.2	32.2	25.0
Cleveland	35.7	31.2	25.2
Columbus	37.1	31.2	25.4
Detroit	36.3	29.5	25.1
Indianapolis	36.2	28.4	22.9
Milwaukee	35.0	29.4	25.2
Peoria	34.6	27.4	23.2
Springfield, Ill	35.4	25.6	22.7
West North-Central:			
Cedar Rapids	28.1	19.9	18.6
Kansas City	31.9	28.0	19.8
Minneapolis	32.5	29.7	23.7
Omaha	33.8	25.5	21.9
St. Louis	38.4	27.6	23.2
St. Paul	33.0	30.2	24.4
Sioux Falls	28.3	20.8	19.2
Wichita	31.1	22.5	17.5
South Atlantic:			
Atlanta	37.4	31.5	26.1
Baltimore	34.5	30.0	22.3
Charleston, S. C	32.3	27.7	21.4
Columbia, S. C	28.0	21.6	21.4
Jacksonville	30.6	28.8	21.5
Norfolk	33.7	31.3	21.9
Richmond	37.4	29.8	22.7
Savannah	30.4	27.5	20.2
Washington, D. C	41.3	33.4	26.1
Winston-Salem	30.4	23.3	22.2
East South-Central:			
Birmingham	37.1	26.2	21.9
Knoxville	31.7	27.0	21.6
Louisville	34.9	27.5	21.9
Memphis	35.3	19.8	15.7
Mobile	29.7	22.7	17.3
West South-Central:			
Dallas	37.2	31.2	21.0
El Paso	32.3	25.8	20.0
Houston	33.8	29.1	19.8
Little Rock	33.2	26.3	18.7
New Orleans	32.6	29.3	19.4
Oklahoma City	29.9	20.4	16.7
Mountain:			
Albuquerque	36.0	27.3	22.0
Butte	25.8	21.7	16.3
Denver	34.0	26.0	21.7
Salt Lake City	29.7	25.3	20.7
Tucson	36.5	35.3	24.0
Pacific:			
Los Angeles	31.7	26.8	19.1
Portland, Oreg	24.6	20.8	16.6
San Francisco	32.1	28.3	18.4
Seattle	29.8	25.6	18.7
Spokane	25.1	21.8	16.1

BEEF

PRICES of beef dropped from September 24 to October 8. The percentage drop during the 2-week period was 1.9 for round steak, 1.2 for chuck roast, and 0.6 for rib roast. Other cuts of beef not quoted on this page also fell off in price during the same period but the reports of the Bureau of Labor Statistics indicate a slight rise in the price of plate beef. The GUIDE has noted previously that prices of plate and other cheap cuts of meat rose proportionately more than the prices of more expensive cuts during the past year.

WHOLESALE PRICES of beef steers dropped moderately during the latter half of September but during the first half of October rose again so that the average for the week ending October 19 was about the same as the average for the first week in September.

SUPPLIES of beef cattle will continue relatively small for a long time. Total slaughter of cattle and calves in 1936 may even be smaller than in 1935. The quality of beef, however, is likely to improve. The slaughter supply in 1936 will include a larger proportion of grain-fed cattle and larger proportion of steers, and a smaller proportion of cows, heifers and calves.

TREND in cattle numbers during the next few years will doubtless be upward, with the greatest increases likely to occur in States west of the Mississippi River where the big drop occurred last year. The rate of increase in cattle supplies during the next few years will depend upon feed conditions, crop conditions, and on the level of cattle prices. Larger supplies of feed grains this year and higher cattle prices will tend to encourage the building up of herds.

AVERAGE PRICES of beef cattle at the farm rose from $6.28 per 100 pounds on August 15 to $6.41 on September 15. A year ago on September 15 the price averaged $4.21. Most of the marked rise which occurred during this period was the result of the drought which greatly reduced supplies of beef in 1935. Although prices of beef cattle rose abruptly in 1935 the September 15 average farm price was still slightly below pre-war parity level.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

PORK PRODUCTS

PORK PRODUCTS slipped in price a little during the 2-week period from September 24 to October 8. The average U. S. price of pork chops dropped 1 percent, lard prices fell 0.9 percent and prices of whole smoked ham went down 1.1 percent. Consumers who have been worried about the increased cost of meat will be interested to note the drop which occurred during this period of 2 weeks, not only in pork prices but also in prices of all other meats including beef, lamb, and poultry.

SOME FALLING off in prices of hogs and hog products ordinarily occurs during the fall. The drop in pork prices which occurred in late September and early October appears to be fairly normal. Wholesale prices of hogs declined rather sharply during the first week in October but from that time until the middle of October there was little change in the market. There was a further marked decline in the latter half of the month, bringing the average price paid for hogs at Chicago, $1.50 per hundredweight, below the high of $11 in early September. Wholesale prices of all pork products decreased somewhat during the first half of October. The drop was the greatest on fresh products such as loins but there were also slight decreases in the prices of hams, bacon, and lard.

SOME FURTHER seasonal declines in prices of hog products would not be unlikely this fall but it is expected that prices will continue to be well above those of last year due to the fact that prospective supplies of hogs continue to be the smallest in many years.

HOG SLAUGHTER under Federal inspection for September was about 13 percent less than that of August and about 44 percent smaller than the September slaughter in 1934. Weights also decreased slightly from August to September but averaged 14 pounds more than in September 1934. It is expected that the weight of hogs during the next few months will continue to average heavier than those of last year.

EXPORTS of pork and lard from the United States have been very low in recent months. The August exports this year were less than half as large as in August 1934.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

Average Retail Prices, October 8, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States	39.6	22.1	34.5
New England:			
Boston	42.6	21.3	35.2
Bridgeport	42.2	21.7	34.6
Fall River	39.9	20.5	35.6
Manchester	38.3	21.7	35.6
New Haven	41.1	21.9	35.9
Portland, Maine	38.9	21.3	34.8
Providence	41.5	20.6	34.2
Middle Atlantic:			
Binghamton	———	———	———
Buffalo	40.9	20.4	33.7
Newark	42.1	23.1	35.5
New York	40.3	22.2	34.8
Philadelphia	42.0	22.6	34.2
Pittsburgh	39.8	21.9	34.6
Rochester	38.9	21.6	33.8
Scranton	41.0	23.6	34.7
East North-Central:			
Chicago	40.2	22.6	34.3
Cincinnati	41.4	22.5	34.2
Cleveland	42.5	24.1	35.4
Columbus	41.0	21.6	34.5
Detroit	42.7	21.9	37.5
Indianapolis	38.6	21.6	32.0
Milwaukee	37.6	21.2	33.6
Peoria	37.8	23.9	35.6
Springfield, Ill	35.7	23.4	34.8
West North-Central:			
Cedar Rapids	31.7	22.1	34.2
Kansas City	37.1	22.7	34.8
Minneapolis	37.5	21.8	32.9
Omaha	34.8	22.8	33.4
St. Louis	37.9	21.4	34.3
St. Paul	36.1	21.9	32.9
Sioux Falls	32.8	23.8	31.8
Wichita	34.0	21.5	35.9
South Atlantic:			
Atlanta	37.0	22.4	31.9
Baltimore	38.6	21.0	33.3
Charleston, S. C	34.1	22.0	33.1
Columbia, S. C	34.0	18.3	31.2
Jacksonville	34.3	21.9	33.3
Norfolk	35.9	20.3	33.1
Richmond	38.9	21.4	34.1
Savannah	32.1	22.2	31.9
Washington, D. C	40.7	21.6	33.6
Winston-Salem	32.4	22.6	33.7
East South-Central:			
Birmingham	36.3	21.3	34.2
Knoxville	35.1	23.0	32.7
Louisville	36.4	22.6	30.5
Memphis	34.0	22.2	29.5
Mobile	32.4	21.9	31.4
West South-Central:			
Dallas	36.1	23.8	33.8
El Paso	41.0	21.3	39.2
Houston	34.8	21.6	31.7
Little Rock	34.6	23.2	32.2
New Orleans	35.8	21.5	33.3
Oklahoma City	34.9	21.8	34.4
Mountain:			
Albuquerque	34.3	23.3	34.3
Butte	33.9	23.9	34.8
Denver	36.8	22.7	34.4
Salt Lake City	38.9	26.2	35.5
Tucson	40.8	24.0	34.5
Pacific:			
Los Angeles	42.1	21.9	33.6
Portland, Oreg	35.2	21.2	35.2
San Francisco	40.8	21.1	36.8
Seattle	39.1	22.9	37.1
Spokane	34.9	22.9	35.9

Average Retail Prices, October 8, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States	28.2	13.0	21.7
New England:			
Boston	27.3	15.0	19.1
Bridgeport	28.3	11.2	22.4
Fall River	27.9	10.2	20.5
Manchester	27.5	15.4	22.4
New Haven	27.6	12.1	22.9
Portland, Maine	25.9	14.6	20.3
Providence	27.9	10.7	20.7
Middle Atlantic:			
Binghamton	----	----	----
Buffalo	26.1	13.5	23.8
Newark	28.5	16.0	25.4
New York	28.6	12.7	20.5
Philadelphia	29.0	9.7	19.7
Pittsburgh	28.9	15.4	22.5
Rochester	26.0	13.6	22.2
Scranton	30.6	14.3	26.0
East North-Central:			
Chicago	29.2	13.0	25.0
Cincinnati	32.4	17.8	27.0
Cleveland	28.7	15.9	27.2
Columbus	31.0	16.7	26.8
Detroit	30.4	17.3	27.1
Indianapolis	31.2	13.5	23.0
Milwaukee	29.0	13.0	24.3
Peoria	29.6	12.5	24.9
Springfield, Ill	28.2	13.3	23.3
West North-Central:			
Cedar Rapids	26.0	12.9	20.4
Kansas City	28.8	16.6	21.4
Minneapolis	27.4	12.1	22.4
Omaha	25.6	9.8	20.2
St. Louis	26.8	16.3	21.7
St. Paul	25.3	11.8	22.1
Sioux Falls	26.3	14.3	21.0
Wichita	27.1	12.2	19.5
South Atlantic:			
Atlanta	26.8	15.0	21.4
Baltimore	27.8	15.3	22.6
Charleston, S. C	28.8	15.0	20.0
Columbia, S. C	30.0	15.0	19.5
Jacksonville	28.1	12.4	21.7
Norfolk	27.6	12.6	20.8
Richmond	29.3	15.6	24.5
Savannah	29.3	14.1	22.3
Washington, D. C	28.8	13.8	24.2
Winston-Salem	33.0	15.2	24.7
East South-Central:			
Birmingham	28.2	12.0	19.3
Knoxville	27.8	12.5	21.5
Louisville	31.6	17.8	25.5
Memphis	27.3	14.2	18.7
Mobile	28.8	12.7	19.7
West South-Central:			
Dallas	28.3	14.6	16.6
El Paso	28.2	16.2	22.2
Houston	31.1	18.2	21.3
Little Rock	27.8	13.5	19.1
New Orleans	27.3	14.1	17.2
Oklahoma City	27.0	15.6	21.8
Mountain:			
Albuquerque	28.7	14.2	21.7
Butte	25.1	11.2	20.7
Denver	25.8	13.7	21.8
Salt Lake City	27.1	12.6	20.5
Tucson	28.8	13.3	23.3
Pacific:			
Los Angeles	26.0	12.3	18.2
Portland, Oreg	23.7	10.4	19.5
San Francisco	28.3	10.5	18.7
Seattle	25.5	12.5	20.9
Spokane	24.7	10.1	17.1

LAMB

PRICES of lamb decreased from September 24 to October 8. The drop amounted to 0.4 percent for leg of lamb, 1.5 percent for breast, and 2.3 percent for square chuck.

INSPECTED SLAUGHTER of sheep and lambs in seven leading markets for September was 5 percent larger than in September 1934 but 3 percent below the 5-year average. Indications now are that the slaughter of lambs after October will be considerably reduced. It is not unlikely that some advance in the prices of lambs may occur during the last 2 months of the year.

SUPPLIES of lambs for slaughter during the remainder of the marketing year ending May 1, 1936, will be smaller than for several years.

IMPROVED RANGE conditions in the West and increased production of feed this year will both tend to bring about an upward trend in sheep numbers during the next few years.

DECREASE in the supplies of lambs which occurred in 1935 was all in the western sheep States. The so-called native lamb crop this year was somewhat larger than in 1934 but practically the same as the average for the 5 years, 1930-34. On the other hand, the 1935 lamb crop in the western sheep States was the smallest since 1927 and 11 percent smaller than in 1934. This drop was a result of the 1934 drought which greatly reduced supplies of feed and also brought about very poor condition of ranges.

IN SPITE of the smaller lamb crop for 1935 the slaughter of 1935 lambs during the 5 months from May through September was considerably larger than during the same months in 1934. This would tend to indicate a substantial reduction in the slaughter supply of lambs during the remainder of 1935.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

POULTRY AND EGGS

HEN and egg prices followed their normal seasonal course during the 2 weeks ended October 8. The average price of hens went down 1 percent and the average price of eggs up 1.9 percent. During the fall supplies of poultry become more plentiful but hens lay fewer eggs as the cold weather comes on. Until the new crop of pullets begins to lay, the supplies of eggs are relatively short. Ordinarily the peak in egg prices can be expected about the end of November.

NUMBER of hens in farm flocks has been smaller than usual on account of the shortage of feed grains last winter. Throughout the spring and summer the supplies of poultry and eggs were relatively small. Hatching of chicks this spring, on the other hand, was unusually large.

RECENT FIGURES indicate that supplies are beginning to increase. The Bureau of Agricultural Economics reports that the average farm flock on October 1 included 65.4 layers as compared with 64.5 in 1934 and that the average production of eggs per 100 layers on October 1 was 25.9 compared with 24.3 a year earlier. This indicates an average production per flock on October 1 of 16.1 eggs a day as compared with 15.7 in 1934. An increase of one egg a flock each day is fairly substantial.

ALTHOUGH PRICES of poultry and eggs this year have been substantially above the levels of 1934, the rise in retail prices of eggs since last spring has been less than normal.

POULTRY RECEIPTS continue to be the lightest in many years and indications are that they will continue rather light during the remainder of the year. Receipts of eggs at four markets in September were considerably higher than last year but this situation is not expected to continue.

STORAGE STOCKS of case eggs on October 1 were 6,343,000 cases. Last year on October 1 stocks amounted to 6,803,000 cases and the 5-year October average is 7,258,000 cases. Storage supplies are a dominating factor in determining the prices of eggs during the fall months.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

Average Retail Prices, October 8, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States	30.8	43.7
New England:		
Boston	30.5	51.9
Bridgeport	32.9	56.5
Fall River	30.5	50.1
Manchester	31.8	48.6
New Haven	32.1	50.9
Portland, Maine	30.6	45.8
Providence	31.4	50.7
Middle Atlantic:		
Binghamton	----	----
Buffalo	30.5	43.2
Newark	32.7	51.5
New York	31.7	50.0
Philadelphia	33.1	45.7
Pittsburgh	29.8	44.4
Rochester	29.9	43.8
Scranton	33.1	43.0
East North-Central:		
Chicago	31.4	38.3
Cincinnati	29.7	39.0
Cleveland	31.9	43.4
Columbus	29.8	39.5
Detroit	32.5	36.9
Indianapolis	27.3	34.5
Milwaukee	26.1	35.6
Peoria	28.1	34.9
Springfield, Ill	26.4	33.9
West North-Central:		
Cedar Rapids	22.3	30.8
Kansas City	28.3	34.0
Minneapolis	27.5	34.4
Omaha	25.6	32.7
St. Louis	27.4	35.7
St. Paul	27.3	35.3
Sioux Falls	25.0	29.0
Wichita	26.8	28.1
South Atlantic:		
Atlanta	26.6	39.6
Baltimore	32.1	43.6
Charleston, S. C	26.9	40.2
Columbia, S. C	23.8	42.3
Jacksonville	29.2	47.3
Norfolk	27.9	38.3
Richmond	28.7	38.4
Savannah	25.2	40.0
Washington, D. C	35.3	48.8
Winston-Salem	25.8	39.6
East South-Central:		
Birmingham	24.7	36.8
Knoxville	27.3	33.0
Louisville	26.0	36.0
Memphis	23.6	32.8
Mobile	23.4	34.4
West South-Central:		
Dallas	26.2	35.3
El Paso	28.2	47.4
Houston	32.1	33.7
Little Rock	22.7	32.2
New Orleans	27.5	35.9
Oklahoma City	21.6	30.2
Mountain:		
Albuquerque	23.3	47.3
Butte	25.0	42.6
Denver	28.1	43.2
Salt Lake City	30.8	40.1
Tucson	30.8	46.8
Pacific:		
Los Angeles	35.0	40.9
Portland, Oreg	26.8	36.0
San Francisco	34.3	40.9
Seattle	28.6	40.2
Spokane	22.3	36.8

Average Retail Prices, October 8, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States	1.6	3.6	2.5
New England:			
Boston	1.4	3.8	2.9
Bridgeport	1.6	4.1	3.2
Fall River	1.4	4.1	3.2
Manchester	1.5	3.9	3.3
New Haven	1.6	4.1	2.6
Portland, Maine	1.3	3.6	2.6
Providence	1.4	3.6	2.6
Middle Atlantic:			
Binghamton	---	---	---
Buffalo	1.4	3.5	1.7
Newark	1.5	4.0	2.4
New York	1.7	3.9	3.4
Philadelphia	1.4	3.6	1.9
Pittsburgh	1.5	3.4	2.0
Rochester	1.3	3.4	1.3
Scranton	1.3	3.4	2.0
East North-Central:			
Chicago	1.7	3.3	2.2
Cincinnati	1.9	4.1	2.4
Cleveland	1.8	3.3	2.1
Columbus	1.6	3.9	1.8
Detroit	1.5	3.3	1.8
Indianapolis	1.5	4.3	2.3
Milwaukee	1.3	3.1	1.9
Peoria	1.5	3.9	2.6
Springfield, Ill	1.5	3.9	2.2
West North-Central:			
Cedar Rapids	1.4	3.4	2.0
Kansas City	1.8	4.1	2.4
Minneapolis	1.5	2.8	1.9
Omaha	1.6	3.9	2.7
St. Louis	1.7	4.3	2.0
St. Paul	1.3	2.7	1.8
Sioux Falls	1.6	3.7	2.1
Wichita	1.5	3.8	2.2
South Atlantic:			
Atlanta	2.1	4.1	2.2
Baltimore	1.3	4.0	2.5
Charleston, S. C	2.3	4.8	2.8
Columbia, S. C	2.8	7.0	2.7
Jacksonville	1.7	4.1	2.7
Norfolk	1.8	4.6	3.6
Richmond	1.7	4.5	3.3
Savannah	1.7	4.4	2.5
Washington, D. C	1.5	4.3	3.2
Winston-Salem	2.2	5.8	2.4
East South-Central:			
Birmingham	2.1	3.9	2.3
Knoxville	1.9	4.4	2.3
Louisville	1.9	4.1	2.2
Memphis	2.1	3.8	2.3
Mobile	2.1	3.3	2.9
West South-Central:			
Dallas	3.0	4.4	3.7
El Paso	1.9	2.9	2.4
Houston	2.5	3.9	3.1
Little Rock	1.9	3.7	2.4
New Orleans	2.1	3.9	3.5
Oklahoma City	1.9	4.6	2.5
Mountain:			
Albuquerque	1.8	4.7	2.3
Butte	1.4	3.0	2.7
Denver	1.4	3.1	1.7
Salt Lake City	1.2	2.5	2.6
Tucson	2.5	3.9	3.5
Pacific:			
Los Angeles	2.0	2.4	3.4
Portland, Oreg	1.8	2.4	2.9
San Francisco	2.1	3.3	6.5
Seattle	1.8	2.4	2.5
Spokane	1.8	2.2	2.6

VEGETABLES
(Fresh)

LOW PRICES of potatoes, onions, and cabbage were all further reduced during the 2 weeks ended October 8. The drop in each case amounted to 0.1 cent a pound, which represents a decrease of 5.9 percent in the price of potatoes, 2.7 percent in the price of onions, and 3.8 percent in the price of cabbage.

POTATO PRICES this season have been below those of a year ago and prices received by potato growers in the intermediate and late producing States have been very low.

TOTAL UNITED STATES crop of potatoes this year has been estimated at 366 million bushels compared with 385 million bushels a year ago and an average of 363 million bushels during the 5 years from 1928–32. The geographical distribution of production this year is very different from that of a year ago. Northeastern States have a relatively small crop, while the crop in the Western and Central States is average or better. Present indications are that potato prices in eastern markets during the coming winter and spring may be a little higher than they were a year ago while prices in the West and Central West may not be much different from a year ago.

MOST RECENT estimates on the onion crop put production at a level 9 percent higher than in 1934 and about 1 percent larger than the production for the 5 years 1929–33. The increase in the crop this year is in the central and western producing areas. The crop in the Eastern States is 6 percent below that of 1934.

PRODUCTION OF domestic cabbage appeared on October 1 to be about 6 percent smaller than last year but about 17 percent larger than the 5-year average. Production of Danish or storage-type cabbage, is expected to be almost one-fourth smaller than last year and about 2 percent under average.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

VEGETABLES

(Fresh)

LETTUCE PRICES increased 6.5 percent and carrot prices 2.3 percent from September 24 to October 8 while the price of spinach dropped 11 percent.

THE FALL CROP of lettuce expected from the second section of the late States (California, Idaho, New Jersey, Oregon, and Washington) is 4,437,000 crates compared with 4,789,000 crates in 1934 and an average of 4,129,000 crates for the preceding 5 years. This represents a decrease of 7 percent from last year but an increase of 7 percent above the 5-year average.

PRODUCTION OF spinach in the late group of States is expected to amount to 1,751,000 bushels this fall compared with 1,677,000 bushels in 1934. This represents an increase of 4 percent and an increase of about 16 percent above the 5-year average.

REPORTS FROM California indicate that about 7,800 acres have been planted for the fall crop of carrots this year as compared with 6,800 acres last fall and an average of 4,500 for the preceding 5 years from 1930-34. This indicates an increase of 15 percent over last fall's acreage and an increase of 73 percent over the 5-year average. This crop of carrots will come on the market early in 1936.

SUPPLIES OF most market garden crops are continuing to be liberal and in most cases prices are about as low or even lower than they were in 1934.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

Average Retail Prices, October 8, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States	8.2	7.3	4.4
New England:			
Boston	9.4	6.7	5.0
Bridgeport	9.9	9.6	6.0
Fall River	8.9	7.1	5.4
Manchester	9.4	7.6	4.7
New Haven	8.9	8.7	4.4
Portland, Maine	8.9	6.5	5.2
Providence	10.0	6.2	5.2
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	8.1	4.7	4.4
Newark	10.0	9.0	4.7
New York	10.4	9.4	5.4
Philadelphia	10.0	8.2	4.4
Pittsburgh	9.2	7.4	3.6
Rochester	9.4	6.0	2.9
Scranton	9.1	8.3	4.8
East North-Central:			
Chicago	8.6	8.3	4.1
Cincinnati	8.5	6.9	4.0
Cleveland	9.8	6.2	4.2
Columbus	9.3	8.5	4.3
Detroit	8.8	6.0	4.2
Indianapolis	8.6	5.7	4.1
Milwaukee	8.3	7.0	2.7
Peoria	8.0	8.4	5.6
Springfield, Ill	8.8	8.3	5.3
West North-Central:			
Cedar Rapids	8.1	12.1	4.9
Kansas City	8.2	7.3	5.4
Minneapolis	8.5	6.2	4.4
Omaha	8.4	8.5	3.9
St. Louis	8.8	5.9	4.6
St. Paul	9.5	6.1	3.4
Sioux Falls	8.6	—	3.5
Wichita	6.9	8.1	4.5
South Atlantic:			
Atlanta	9.5	9.2	6.3
Baltimore	9.6	9.4	7.0
Charleston, S. C	9.6	12.5	7.4
Columbia, S. C	9.8	12.5	10.0
Jacksonville	8.4	11.4	7.3
Norfolk	9.4	7.2	6.7
Richmond	9.0	9.5	7.6
Savannah	8.9	11.3	7.7
Washington, D. C	9.9	9.2	7.6
Winston-Salem	10.6	9.8	10.2
East South-Central:			
Birmingham	7.9	8.5	5.6
Knoxville	5.9	9.5	8.1
Louisville	8.6	6.2	4.4
Memphis	7.0	8.1	5.0
Mobile	8.7	10.0	5.6
West South-Central:			
Dallas	6.5	13.3	5.5
El Paso	5.7	8.0	3.4
Houston	5.2	11.2	5.2
Little Rock	6.2	9.3	5.4
New Orleans	7.8	8.8	5.3
Oklahoma City	6.0	10.0	4.8
Mountain:			
Albuquerque	5.0	7.5	2.8
Butte	9.7	9.0	3.3
Denver	6.0	6.0	2.9
Salt Lake City	8.7	7.7	2.5
Tucson	4.8	6.2	2.9
Pacific:			
Los Angeles	5.2	2.7	2.7
Portland, Oreg	6.3	5.4	3.2
San Francisco	4.2	5.0	2.2
Seattle	6.1	5.5	2.1
Spokane	7.3	7.4	2.9

Average Retail Prices, October 8, 1935 (cents)

Markets	Apples (lb.)	Bananas (doz., lb.*)	Oranges (doz.)
United States	4.5	21.4	33.7
New England:			
Boston	4.3	*5.7	33.1
Bridgeport	4.7	*5.9	38.6
Fall River	4.8	*6.4	32.0
Manchester	3.9	*5.7	37.7
New Haven	4.4	20.3	35.1
Portland, Maine	3.8	*6.4	34.9
Providence	4.0	*5.7	36.5
Middle Atlantic:			
Binghamton	—	—	—
Buffalo	2.8	21.4	34.5
Newark	5.2	21.4	36.2
New York	5.1	22.4	38.9
Philadelphia	3.4	18.9	43.2
Pittsburgh	4.6	20.0	39.2
Rochester	4.8	20.3	31.8
Scranton	3.5	19.3	35.0
East North-Central:			
Chicago	5.8	*6.8	35.7
Cincinnati	4.2	*6.5	34.9
Cleveland	4.1	*6.3	36.4
Columbus	4.0	*5.8	37.0
Detroit	4.0	*5.7	35.6
Indianapolis	3.9	*6.6	37.0
Milwaukee	4.7	*6.5	33.2
Peoria	4.9	*7.2	37.3
Springfield, Ill	3.9	*6.6	40.2
West North-Central:			
Cedar Rapids	3.9	*7.0	32.7
Kansas City	4.3	*7.0	38.2
Minneapolis	4.2	*7.7	34.8
Omaha	5.1	*7.8	35.4
St. Louis	4.5	*6.3	33.6
St. Paul	4.8	*7.9	34.3
Sioux Falls	5.5	*7.5	32.0
Wichita	5.0	*7.2	33.3
South Atlantic:			
Atlanta	4.5	21.0	30.7
Baltimore	4.7	19.3	33.5
Charleston, S. C	5.9	19.6	29.9
Columbia, S. C	4.7	*6.6	32.9
Jacksonville	5.4	17.5	27.3
Norfolk	4.2	20.3	35.8
Richmond	4.5	23.1	34.4
Savannah	4.5	18.6	30.8
Washington, D. C	5.7	20.7	38.1
Winston-Salem	3.6	*6.3	38.6
East South-Central:			
Birmingham	5.9	*5.3	28.5
Knoxville	4.5	*5.1	29.2
Louisville	4.3	*6.5	32.1
Memphis	4.1	*5.7	26.0
Mobile	5.9	16.1	28.8
West South-Central:			
Dallas	—	*6.2	37.4
El Paso	5.6	*5.5	28.4
Houston	—	17.2	34.7
Little Rock	5.8	*5.6	32.3
New Orleans	4.8	15.4	28.6
Oklahoma City	8.3	*7.0	37.5
Mountain:			
Albuquerque	5.3	*6.2	34.3
Butte	5.3	*9.2	31.7
Denver	4.9	*7.6	31.4
Salt Lake City	5.6	*7.8	27.0
Tucson	5.3	*6.9	19.5
Pacific:			
Los Angeles	5.0	*7.0	15.3
Portland, Oreg	3.7	*7.4	25.8
San Francisco	3.8	21.7	23.9
Seattle	3.8	*7.3	28.1
Spokane	4.1	*9.0	35.0

FRUIT
(Fresh)

APPLE PRICES were unchanged from September 24 to October 8 but prices of bananas and oranges each declined. The drop in banana prices amounted to 1.4 percent and the drop in orange prices, 1.7 percent.

A TOTAL apple crop of 168 million bushels is in prospect according to the October 1 report. Last year the total crop was 121 million bushels and the average crop from 1928–32 was 161 million bushels. The crop in Eastern States was damaged somewhat by scabs and insects during the latter part of the growing season, but weather conditions were fairly good in the western area and crop prospects improved in Washington, Idaho, and Utah.

APPLES IN most of the Eastern States are of good size but scab injury is worse than usual and much of the fruit produced in noncommercial orchards will be of low quality. In the Pacific Northwest the crop is expected to be as large as it was last year but the proportion of large sizes will be lower.

LARGE SUPPLIES of both apples and citrus fruit are in prospect for the coming winter and spring. Apple prices both at the farm and city retail stores continue to be below those of last year.

PRICES OF oranges have also been below last year since June. This was particularly true during the summer months from June to August. Since August the difference in prices was less marked but the retail price of oranges in October was 2 cents a dozen under the price of the previous year.

Prices for individual cities quoted in this table are comparable with similar prices in previous issues. Because of a change in the method of weighting, United States average prices here should not be compared with such averages previously quoted.

Average Retail Prices, October 8, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)
United States	19.4	22.8	22.6	11.9	16.3	9.4
New England:						
Boston	19.3	23.0	22.4	13.4	16.8	12.3
Bridgeport	20.4	25.2	23.7	13.8	20.3	12.6
Fall River	18.9	22.2	22.7	11.7	17.3	9.1
Manchester	21.7	24.1	23.9	13.8	17.4	10.9
New Haven	20.3	24.4	23.6	13.6	17.4	11.2
Portland, Maine	20.9	24.7	23.6	13.1	16.3	10.4
Providence	18.7	19.7	22.2	12.4	17.4	9.5
Middle Atlantic:						
Binghamton	----	----	----	----	----	----
Buffalo	20.7	23.7	23.1	12.9	16.5	10.5
Newark	18.8	21.9	21.8	12.1	16.8	8.9
New York	17.7	21.1	21.2	12.1	16.7	9.0
Philadelphia	18.6	21.7	21.9	11.3	14.5	9.6
Pittsburgh	19.5	22.7	22.7	11.8	16.3	9.9
Rochester	21.1	23.5	23.0	13.8	16.3	10.8
Scranton	20.0	23.0	22.5	13.2	16.4	9.9
East North-Central:						
Chicago	22.7	25.1	25.1	12.1	15.5	10.1
Cincinnati	19.8	24.1	23.5	12.2	15.6	11.5
Cleveland	21.5	23.0	24.1	12.2	17.5	10.1
Columbus	21.0	25.8	24.8	11.4	17.1	9.9
Detroit	20.1	22.9	23.0	10.7	17.2	9.0
Indianapolis	19.4	26.0	23.9	10.5	16.5	8.9
Milwaukee	21.8	20.4	23.4	11.5	15.0	10.5
Peoria	23.1	25.8	24.5	13.5	16.9	10.7
Springfield, Ill	22.7	27.9	25.1	13.3	18.8	11.7
West North-Central:						
Cedar Rapids	21.2	22.8	23.8	10.2	17.2	10.0
Kansas City	19.8	23.9	23.2	10.1	15.8	8.9
Minneapolis	21.3	23.8	24.5	11.3	14.5	10.8
Omaha	21.4	24.4	23.9	11.2	16.3	10.1
St. Louis	19.6	23.6	22.9	11.2	17.4	8.7
St. Paul	21.5	22.7	23.9	12.0	15.3	10.5
Sioux Falls	24.2	25.0	25.4	13.6	17.1	9.7
Wichita	18.5	23.2	23.4	11.0	16.8	8.7
South Atlantic:						
Atlanta	20.5	22.6	23.7	12.3	17.8	8.9
Baltimore	17.9	21.0	20.3	12.7	15.8	8.5
Charleston, S. C	19.5	21.8	22.8	10.2	17.3	8.3
Columbia, S. C	22.4	28.0	22.8	12.8	18.1	9.0
Jacksonville	18.6	23.8	22.9	12.5	16.9	8.3
Norfolk	20.2	24.1	23.7	12.0	15.1	8.6
Richmond	19.7	23.9	23.4	12.7	17.9	7.3
Savannah	20.8	23.4	23.2	12.3	18.2	8.3
Washington, D. C	17.5	22.7	21.6	10.9	15.8	7.8
Winston-Salem	23.6	28.9	26.2	13.9	20.3	10.2
East South-Central:						
Birmingham	19.8	20.9	23.9	11.5	15.0	8.1
Knoxville	19.0	22.4	21.7	10.6	16.0	8.1
Louisville	20.7	24.2	23.3	11.6	15.9	9.1
Memphis	18.5	22.8	21.7	11.6	17.0	8.3
Mobile	16.9	19.9	19.5	11.8	16.6	8.5
West South-Central:						
Dallas	20.5	25.1	24.0	13.4	20.4	9.0
El Paso	21.5	23.4	22.8	12.6	19.0	9.1
Houston	17.0	21.2	20.8	10.8	16.3	7.3
Little Rock	20.1	25.5	25.1	12.2	16.7	8.4
New Orleans	18.8	24.2	21.9	12.5	18.3	9.2
Oklahoma City	21.0	24.6	23.6	12.8	20.2	9.4
Mountain:						
Albuquerque	22.0	25.0	26.3	13.8	20.7	11.3
Butte	19.4	22.5	24.3	12.9	16.3	10.8
Denver	20.5	22.7	23.3	10.6	16.5	10.1
Salt Lake City	21.8	25.1	24.4	12.9	16.7	*11.2
Tucson	20.0	24.0	21.3	15.0	17.3	*14.4
Pacific:						
Los Angeles	16.0	18.6	19.0	12.3	15.8	*12.0
Portland, Oreg	20.2	22.0	21.6	12.3	16.5	*13.3
San Francisco	16.8	19.4	19.7	13.6	16.0	*12.7
Seattle	20.1	21.3	21.5	13.6	17.2	*13.4
Spokane	22.2	24.8	25.6	12.5	18.6	*15.0

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What is Bread?

[Concluded from page 9]

wheat of this test weight are required to make a barrel of flour. The tax on such processed wheat amounts to $1.42 per barrel of flour or 48/100 cent per pound of white bread. This is only 3/100 cent more than when 58-pound wheat is used.

SOME WHEAT lighter in weight than 55 pounds may be milled for bread flour purposes. When it is, the amount of the tax is proportionately increased. To produce a barrel of flour from 50-pound wheat would require about 5 bushels of clean wheat. The tax in this case would be $1.50 a barrel, or one-half cent a pound-loaf of bread. This is only 5/100 cent more than when 58-pound wheat is used. Wheat of a test weight as low as this is almost never milled for bread flour purposes unless mixed with wheats of higher test weight.

INCREASES in the tax paid on the processing of wheat into flour, however, must be balanced against any deductions from the price paid for low-test weight wheat. It is reasonable to believe that millers are buying this kind of wheat at a discount sufficient to cover the small added amount of the tax. If this is so, then any increase which has occurred in the cost of flour has not been due to the processing tax.

WHEN COST of flour goes up, do bakers make changes in the other ingredients? Cutting out one ingredient or substituting a cheaper grade might be another route to economy. But is it an economy which bakers are using?

LABOR-SAVING steps in breadmaking and marketing may be possible to offset unavoidable increases in ingredient costs. We don't know present labor costs of making and marketing a loaf of bread. Studies have been made in the past, but there is no way to estimate present cost from reports received by the Government. Are bakers able to step down this cost, without injury to their workers, and have they done so?

OTHER ECONOMIES along the way may be possible. Bakers know best what they might be, and how worth while they are.

ANSWERS to these questions must come first before consumers can judge the fairness of any increase in the price of bread.

Consumer Farmer Briefs from Washington

FEWER TURKEYS will be coming to market this year, according to reports reaching the Bureau of Agricultural Economics. Estimates run around 13 percent below last year's supply. Against this reduction in the number of turkeys, signs are favorable that weights will be heavier, so that the total decrease in number of pounds of turkeys marketed may not be as great as the decrease in numbers. Consumers of turkey have last year's severe drought to blame for whatever reduction there is in supplies of this festive food. Farmers in the drought area found it difficult to feed all their birds and so sold off as much of their flocks as possible. It takes time to rebuild supplies. Most of this year's reduction seems to be in ordinary farm flocks and less in the large commercial ones. Farm prices of turkeys on September 15 this year averaged 14.4 cents per pound, as against 11.8 cents last year and 10.7 cents on September 15, 1933.

AAA

MORE DRY MILK and butter for families on relief have been contracted for by the Agricultural Adjustment Administration. Awards were made on October 12 to 10 firms for a supply of 635,416 pounds of butter and 2,360,000 pounds of dry skim milk which will be turned over to the Federal Surplus Relief Corporation to be distributed to relief families. In the June 3, 1935, issue of the CONSUMERS' GUIDE we gave consumers' reports on dry skim milk.

AAA

MICHIGAN joins the list of States guarding quality and quantity values in eggs for consumers. Housewives have been told that after November 1 Michigan eggs will be sold by the pound, not by the dozen. According to reports reaching us, dealers will be required to grade eggs according to size and quality. Grades will be: Fancy and A, B, and C.

If you wish a copy of the Index to Volume II of the CONSUMERS' GUIDE, mail your request to Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C.

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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